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This study analyzes data collected during the Fort Gordon, Georgia, readership/audience survey in light of community attachment theory. The study uses the community attachment model originally developed by Keith R. Stamm in 1985 and applies the theoretical framework in the analysis of two military subgroups, permanent party soldiers and student transient soldiers, contained within a large military community. The study attempts to show the media habits of each group based upon the relative level of community attachment perceived by each. It further demonstrates the utility of applying a theoretical model to the standardized Army readership survey to make it more revealing and fruitful. The method used was a written survey questionnaire through a systematic random sample for each soldier group under study. A series of community attachment variables provided the needed theoretical framework from which to view each group and frequency distributions, contingency tables, chi-square, correlation coefficients and regression analysis were used to test relationships and measure variance. The concept of community attachment having an effect upon newspaper reading habits and the usefulness of that information for newspaper managers is discussed throughout.

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# MILITARY READERSHIP AND COMMUNITY ATTACHMENT THEORY

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University of South Carolina, 1991

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This study analyzes data collected during the Fort Gordon, Georgia readership/audience survey in light of community attachment theory. The study uses the community attachment model originally developed by Keith R. Stamm in 1985 and applies the theoretical framework in the analysis of two military subgroups, permanent party soldiers and student transient soldiers, contained within a large military community. The study attempts to show the media habits of each group based upon the relative level of community attachment perceived by each. It further demonstrates the utility of applying a theoretical model to the standardized Army readership survey to make it more revealing and fruitful. The method used was a written survey questionnaire through a systematic random sample for each soldier group under study. A series of community attachment variables provided the needed theoretical framework from which to view each group and frequency distributions, contingency tables, chi-square, correlation coefficients and regression analysis were used to test relationships and measure variance. The concept of community attachment having an effect upon newspaper reading habits and the usefulness of that information for newspaper managers is discussed throughout the study.

MILITARY READERSHIP AND COMMUNITY ATTACHMENT THEORY

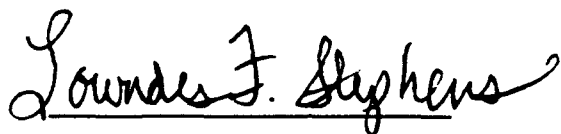
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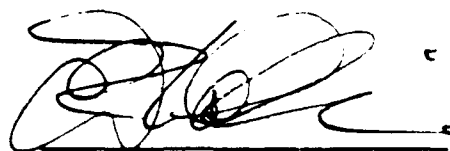
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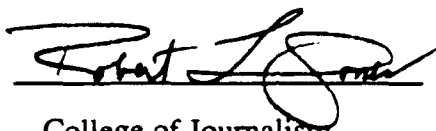
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Vincent C. Figliomeni  
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# **MILITARY READERSHIP AND COMMUNITY ATTACHMENT THEORY**

## **I INTRODUCTION**

Those of us in the communications business have a natural curiosity for those things that facilitate, improve and enhance our message to our audience. Recent research over the past few years identifies 'Community Attachment' or 'Community Ties' as having an impact upon newspaper readers.

The intent of the study is to examine this theoretical proposition in hopes of better understanding the readership habits of soldiers. The objective is to gain the ability to structure and design a media system that best supports the commander's essential elements of command information and the goals, of the Army, and our national defense posture.

This study examines readership of military personnel separately and exclusively from the rest of the population. It is not intended as a "critical test" of Community Attachment Theory but rather an example whereby Community Attachment Theory serves as a theoretical framework to study practical aspects of Army newspaper readership. The dynamic model presented by Keith R. Stamm (1985), is the foundation upon which this study is based.

But, who are we concerned about developing as readers of our newspapers? What purpose can the measure of community ties have on our newspaper readers? When is it beneficial to obtain such information? Where can we get community ties data? Why is it important to measure community ties among readers and non readers? And, how can community ties information further the objectives of Army newspapers? These questions are addressed in this research.

Soldiers must be kept informed and be able to depend upon a source of information that is accurate, timely and carries with it the Commanders' essential elements of command information. The post newspaper always has been thought of as the vehicle to that end.

Community ties theory suggests that the "unattached and untied to the community" soldier may not be as inclined to read the post newspaper as the "attached and tied to the community" soldier. This information is important to know since community ties have been shown to reveal that those who feel tied to a community are more likely to read that newspaper which serves that community they feel tied to. Such information can be easily obtained during readership surveys conducted by public affairs offices which manage post newspapers at Army posts worldwide.

Community ties data can be collected on any or all of the newspaper target audiences and specific questions for data collection can be developed through target audience focus groups. Questions asked in readership surveys must be geared toward finding out why people read or don't read the newspaper. Also, questions about how attached readers feel to the community can reveal groups who perceive they are distant and not considered an important part of the community who then don't bother to read that newspaper.

By not reading the community newspaper they miss an important opportunity to stay informed about that community and are inhibited from developing strong community ties. Groups that don't develop strong community ties must become target audiences where more information

oriented toward the needs of that group will better serve them and increase their sense of community attachment.

How does this further the objectives of Army newspapers?

Newspaper reading can effect community ties as much as ties effect reading habits. It can nurture community ties among new readers if the coverage and content are geared toward those target groups. We must know what information is desired by those groups and know what is important to those groups to better serve them as well as develop their knowledge about their military community and the Army.

The result can be an increased attachment to that community which supports them. It can produce a favorable impression of an Army community within which they will be similarly placed during each subsequent assignment.

New soldiers are first exposed to command information at basic training and advanced individual training posts as well as the first duty station. Although much of the initial command information comes directly from drill sergeants, specific announcements by others at the unit or on the unit bulletin board, the post newspaper, if read by many, can play a significant role in efficiently disseminating command information.

Soldiers can develop strong initial ties to military communities as post newspapers can indoctrinate new soldiers away from hometowns where the evidence suggests their community ties are still strong.

Newspaper managers are interested in knowing who is reading their paper and why. They want to know what sections are more useful than others as well as finding new ways to serve readers and put out a better newspaper. They want to know how the post newspaper is holding up against the ideal "community service" purpose of newspapers. Sociologist Morris Janowitz, saw the community service role of the newspaper as a mechanism for social integration.

As a product of the University of Chicago, School of Sociology, Janowitz was interested in the community press as a social mechanism for integrating the individual into urban society...Newspapers have been seen as seeking to create, to reinforce and to extend feelings of interdependence and identification held by members of a community...They facilitate such a process by supporting group activities, enhancing personal prestige, disclosing threats to the community, defining local issues and reflecting local opinion. (Stamm and Fortini-Campbell 1981:1-2)

Sociological research has been mixed regarding the newspaper as means of generating community ties. Many researchers have recently argued that it is the presence (or absence) of community ties that influences and accounts for differences in newspaper use. Newspaper readers are predisposed to type amount and nature of newspaper reading based upon the magnitude and complexity of ties to the community. Frequency of newspaper use is determined by the level of attachment the reader feels toward the community served by that newspaper.

While some theorists have been thinking that newspapers influence and encourage integration into the community it is not viewed by communication theorists as a one directional process. Rather, the evidence gathered by communication researchers indicate a dynamic process whereby people either are, or plan to be, participating members of the community and find newspaper readership helpful to that end. What is different from these two approaches is that potential readers can already be inclined toward developing ties to the community prior to becoming avid newspaper readers .

The community ties concept can be viewed as by Stamm and Fortini-Campbell, as a three dimensional element i.e., ties to the community as a place, as a social structure and as a social process. Place is seen as home

ownership, years or residence in the community, and identity with that geographic location. Social structure is seen as membership in various community organizations, local associations and cognitive (sense of belonging). Social process is seen as participation in community affairs by keeping informed (attending), having ideas about community trends and direction (orienting), sharing the views of others (agreeing), getting together with other members (connecting), and working to make changes in direction (manipulating).

These community ties concepts have evolved from research by Merton (1968), Kasarda and Janowitz (1974), Stephens (1978), Stamm and Fortini-Campbell (1981) and many others.

In a nutshell, the objective in such research is to construct a conceptual model, then to qualify and quantify community ties, and determine if relationships exist between those community ties and newspaper subscription and readership habits.

Such research assists us in our efforts to evaluate our newspaper, its readers and its relative impact upon the community. Its also a departure from traditional demographic assessments that do little to explain why readers tend to be older and more settled members of the community.

The development of community ties may also have a bearing upon the 'great age readership mystery.' Why is readership higher among middle-aged persons than among those in their teens and twenties? Neither the hypothesis that newspaper content is somehow wanting, nor the hypothesis that young persons have turned to television has received convincing support. A more promising explanation may be found in individual changes in lifestyle that affect newspaper use. Some very suggestive evidence is available which shows that the existence of certain kinds of community ties is age

related, and that the presence of such ties is also positively associated with a variety of indicators of newspaper readership. (Stamm and Fortini-Campbell 1981:4)



## II. COMMUNITY ATTACHMENT THEORY LITERATURE REVIEW

### Community Attachment Theory

There has been sufficient interest in community attachment throughout the 1970's and 1980's. Before reviewing other previous research in community attachment, it will be helpful to review the elements of Community Attachment Theory developed by Stamm and Fortini-Campbell (1981) and presented by Stamm (1985).

Community attachment and newspaper reading habit development are dynamic and reciprocating actions. The main thrust of the theory is that newspaper reading habits are both pre-established and developed. As people become more attached and tied to the community they feel they belong to, their reading of the community newspaper increases. As they relocate, they begin a process of becoming members of the new community. The stages through which community members pass include higher level reading of the newspaper when settled and the lowest level reading when drifting from locations.

Based upon the research done by Stamm and Fortini-Campbell (1981), potential readers and residence types are classified into Drifters- lived in the area less than five years and likely to leave within two years, Settlers- lived in the area less than five years and not likely to leave, Settled- lived in the area five years or more and not likely to leave, and Relocator- lived in the area five years or more and likely or very likely to leave within two years.

Community ties (attachment) are related on a continuum, reflecting a process of settling into a community, i.e., that ties are prevalent at the settling in stage and show signs of dissolving at the relocation stage. Newspaper subscribing is associated with the first stage of settling when 'ties to place' are formed. Then, 'ties to structure' are formed by frequency

of use and stable readership followed by 'ties to process' seen by stronger interests in community affairs.

A positive relationship exists between level of community involvement and amount of time spent with local newspapers. Specific combinations of community ties reveal interactive effects on subscribing and reading habits.

Ties to place are seen through home ownership or as residents remain stable residing in the same location and subscribe to the local newspaper.

Structural ties are determined by self reported identification with current residential community. Respondents imagine that community as a circle and to place themselves inside or outside. Those selecting inside the circle are asked to indicate closeness to the center by selecting very close, close or not very close.

The measure of ties to process and respondents involvement in the community is obtained by asking: How often do you (1) keep up with what's happening in the community, (2) have ideas for improving this community, (3) have the same concerns as other people in the community, (4) get together with other people in this community and (5) work to bring about changes in the community? These categories are named attending, orienting, agreeing, connecting and manipulating.

### Initial Findings in Support of the Theory

These initial findings in support of Community ties (attachment) indicate that most people do not form close community ties until after age 30 and newspapers are most effective in serving the Settled (native) audience. But, using the theoretical model and measuring variations in ties to place, structure, process and resident type, move us beyond simple demographic variations like age differences between readers and non readers.

Evidence that newspaper subscribing and readership are lower in the absence of ties was demonstrated for all three kinds of ties but most clearly for tie to place. (Stamm and Fortini-Campbell 1981:24)

Resident types who own their own homes spend more time with newspapers and rate newspapers most useful to them. Community ties in place, structure and process all have a relative effect upon newspaper readership.

These researchers report structural and process ties more frequent with each successive stage from drifter through settled and weaken among relocators. Drifters are lowest on 'closeness to community' and 'incidence of identification' whereas natives are highest. The involvement tie shows drifters and relocators rate lowest and settlers and natives are highest in involvement.

Home ownership reveals that 'community involvement' is stronger among home buyers. Relocators and settlers don't show any significant differences in subscribing but do in readership.

Home ownership is the strongest covariant with subscribing while resident type and community involvement are the most consistent correlates of readership. (Stamm and Fortini-Campbell 1981:23).

Renters are more likely to be non-subscribers and home owners/buyers are most likely to be multiple subscribers. Differences in 'time spent reading' and 'perceived usefulness of newspapers' are better explained by resident type.

Further research is recommended to determine how newspapers may become more useful to the transients ('non-tied' or 'rootless' persons).

The data presented is heavily dependent on home ownership, newspaper subscription habits as well as self-reported perceived ties to the local community of current residence. Subsequent research takes us beyond those limitations. But, while the community ties (attachment) theory is addressed in other empirical research, Stamm and Fortini-Campbell (1981) and Stamm (1985) provide the most elaborate operational definitions for community ties and the overall theoretical framework to study them.

Stamm (1985:117) presents the model: Dynamic Model of Settling Stages, Newspaper Use, and Community Ties:

DRIFTING: Occasional Reading; Non Subscribers; Weak Ties

SETTLING: Increased Reading; New Subscribers; Stronger  
Ties

SETTLED: Regular Reading; Stable Subscribers; Strong Ties

RELOCATING: Less Reading; Cancellations; Weaker Ties

#### Civilian and Military Populations and Community Ties

Community Ties Theory is a dynamic process whereby newspaper use leads to community ties, and community ties can lead to newspaper use.

Prior to Stamm's research, other communication theorists explored the implications of the pioneering 1974 research, done by John D. Kasarda and Morris Janowitz, "Community Attachment in Mass Society." Among them was Lowndes F Stephens. In 1978, he produced a study, "The

Influence of Community Attachment on Newspaper Reading Habits." His follow on study, "Expanding a Theory About Community Attachment and Newspaper Readership." was presented to the Association for Education in Journalism and Mass Communication Convention in 1983. These two studies include respondents from an adjacent military community and report community ties and civilian newspaper reading habits. While the military respondents do not report their Army newspaper reading habits, they do provide valuable input toward understanding overall community ties perceived within the civilian community around them as well as civilian newspaper reading habits.

The general hypothesis of Stephens' 1978 study is that community attachments influence newspaper readership habits. Specifically:

- adults frequently read one newspaper that serves a community to which they have some attachment regardless of current residence.
- the more attached adults are to their community, the more time and money they spend on newspaper consumption .
- the more attached adults are to their community, the more recommendations for newspaper improvements in format and content they'll make.
- community attachment is a greater determinant of reading habits than age, years of residence, socioeconomic status and education.

Telephone interviews of adult residents of Columbia, South Carolina conducted in the summer 1977 are analyzed. There are 27% who were affiliated full-time with a military service representing the 8,500 permanent party personnel assigned to Columbia's, Fort Jackson, Army Installation. The measurement of community attachment is derived from Kasarda and Janowitz's (1974) research.

Questions include respondent's involvement (attending meetings and/or holding office in Columbia) in formal and informal organizations and activities, and the appropriate demographic questions e.g., age, race,

income and education.

Other questions include number of local papers read and proportion of out of town newspapers read by those with outside community attachments.

Of the civilian participants (n=694 ), 37% report always living in the Columbia area (20.2 median years). Military transient personnel report just two (median) years of residence in Columbia.

The transient military personnel are somewhat less attached to the Columbia area. Military respondents (n=246) have fewer friends (34% say most or all their friends are in Columbia, compared to 71 % of the civilians) in Columbia and fewer relatives and in-laws 4% say most or all are in Columbia, compared to 33% of the civilians). (Stephens 1983:19)

Stephens reports that strong community attachments are more important determinants of multiple newspaper readership, than are traditional demographic characteristics, but that these 'locator variables' account for more variation in 'time spent reading' newspapers.

Variations exist in the level of attachment between civilians and military respondents in the study.

About 59% of the soldiers would be sorry to leave Columbia, compared to 78% of the civilians. But the soldiers are just as active and involved in the community as are the civilians. They are as involved in formal organizations and more involved in informal social activities (e.g., 48% frequently or very frequently engage in informal social activities compared to 39% of the civilians). (Stephens 1983:20)

This may be a significant indicator of the need for community ties.

Transient groups like the military may have a natural inclination toward re-establishing ties due to high incidence of residential mobility. The military researcher interested in community ties trends within a military population can see the implications here. If military transients have a great need for establishing community ties and reading the post newspaper is perceived as a means to that end, reading the post newspaper can be an easily developed habit. But, Stephens reports further that attachments are maintained with communities outside the current community of residence. Transient military are reporting those attachments at a higher rate than less mobile civilians.

The soldiers are more likely to feel attached to other communities (69% feel at home in other communities, compared to 48% of the civilians). They have more multiple community attachments (67% compared to 46% of the civilians) and are somewhat more likely to have no community identifications (2.8% compared to 1.3% of the civilians). (Stephens 1983:20)

The military transient population of the Stephens studies serves as strong indication that reading a newspaper within a community where community attachments are maintained occurs even among highly mobile groups. Where the attachment is felt is the key to which newspaper is preferred and routinely read.

About 48% of the civilians and 69% of the military respondents feel some sense of permanent attachment to communities other than where they now live, and 54% of those civilians and 44% of those soldiers read out-of-town newspapers serving those communities. (Stephens 1983:20)

Respondents' median time spent in an average day reading their most preferred newspaper is reported at 30.3 minutes and 25.3 minutes for out-of-town newspapers.

It is also noted that many adults have multiple community attachments (52.9%) and depend upon the newspaper as a preferred source of community information.

The findings tend to support the argument that community attachments influence newspaper readership habits. Newspapers may also foster the daily reading habit among community newcomers by emphasizing community oriented information. There is some evidence to suggest that adults depend upon the newspaper for ease of integration into the community.

In the 1983 Stephens research, the same hypotheses as described in the previous study are tested. The 1983 study presents a multi-state study of community attachment to determine the spatial limitations of community attachment to establish the external validity of the previous study.

A multi-state area probability sample, representing each region of the country is conducted using a zip code directory resulting in a stratified sample of eight different community sizes.

Random digit dialing for the 698 telephonic interviews are reported. Two additional questions are added to the previous study. First, respondents are asked what neighborhood, town city, etc, comes to mind regarding their residence. Second, those indicating attachments to other communities are asked if there is a particular reason why they have an 'at home' feeling for places they used to live. Both are open-ended questions.

There is no significant association found for spatial differences in community identifications by size. Community size didn't make a difference in the strength of attachment or in multiple readership or in



reader satisfaction. The results of community attachment questions are very similar to those of the previous study.

About 48% of those who express attachment to where they used to live, read papers from those areas as frequently as those who prefer the local paper.

About 75% of those with permanent attachment to a community are likely to subscribe to that preferred community newspaper.

Multiple readership is positively related to multiple community ties. Interestingly, about half of those who feel attached to current residence also feel attachments to where they once lived before. Those strong community identifiers in any case, seem to be consistent newspaper readers.

Readers with multiple community attachments are more likely to make recommendations for improving newspaper format and content but the percent increases are small.

Overall, recommendations centered on community-oriented information than personal information (entertainment and leisure).

Community attachment as a relative determinant is reported. Stepwise regression analysis with multiple readership as the dependent variable shows; number of change recommendations, strength of community attachment, and mobility as most influential upon multiple readership. Variations in 'time spent reading most preferred paper' are explained by 'satisfaction with content' and 'age'.

Despite some limitations in demonstrating support for all of the hypotheses presented, the overall general hypothesis that community attachments influence newspaper readership habits is supported. What is recommended in this study is a closer look at 'out-of-town' newspaper readers and community 'newcomers', as well as improving conceptualization of 'community attachment' and better measure of specific uses and gratifications sought by readers. Transient military

families are cited as an excellent source for such further studies.

### Community Attachment Research and Other Populations

Other research in Community Attachment done by (Lain 1986), (St. John, et. al. 1986), (Goudy 1990), and (Stinner et, al, 1990) is briefly discussed to review the validity and utility of community ties studied in other populations.

In the study done by Laurence B. Lain, "Steps Toward a Comprehensive Model of Newspaper Readership." (1986), Lain concludes:

Persons who were older, better educated, are more highly integrated into the community and had a higher surveillance need were those most likely to read a newspaper. (Lain 1986:73).

This conclusion tends to favor a community attachment explanation in accounting for newspaper readership. He examines the socio-psychological gratifications obtained from media use, specifically that newspapers are seen as information machines , not companions or entertainers. Although these implications go beyond the scope of our research, Lain provides additional insight in variations of newspaper reading habits beyond mere age alone.

As in the study done by Craig St. John, D. Mark Austin and Yoko Baba, "The Question of Community Attachment Revisited", 1986, the authors examine integration into the social life of a community as the primary source of community attachment. They discuss community attachments in terms of how a community appeals to the member.

...it is possible for there to be higher levels of attachment to communities that appear to be lacking a well-developed social

life. It also implies that levels of attachment to communities could be enhanced by programs that improve certain features of the physical environment which are seen as indicative of the quality of communities as good places to live (St. John et. al. 1986:411).

This notion can be applied to a highly mobile 'Transient Population' found within a military community.

As these researchers indicated, attributes of the community are subjectively assessed which bring about relative community attachments. This 'Quality of Life' approach to understanding community satisfaction is said to differ from Kasarda and Janowitz's 'Systemic Model' approach in that: "...it is possible for attachment to the community to exist without the development of formal or informal social networks." (St. John et. al. 1986:413).

Such a concept has great implications when examining the dynamic nature of a military community and community attachments as they relate to newspaper readership habits. Military community members could be newly arrived, seemingly not 'attached' to traditional elements of the community, yet could theoretically exhibit strong readership habits.

In the study done by Willis J. Goudy, "Community Attachment in a Rural Region." (1990), the linear-development, and systemic models of community attachments were examined.

According to Kasarda and Janowitz (1974:328), the linear-development model comes out of the works of Toennies (1887), Durkheim (1893), Simmel (1902), Sumner (1906), and Wirth (1938). The effects of emerging urbanization tends to weaken social bonds in the community. According to Goudy:

...Kasarda and Janowitz (1974) indicated that numerous studies had refuted these notions that increases in size and density lower attachment to the community. (Goudy 1990:179).

The implications are that individuals exposed to large military populations within large urbanized societies could be subject to fewer attachment in either or both community settings of residence.

Upon examining the 'systemic model' which initially grew from the works of Park and Burgess (1921), Goudy measures social bonds and sentiments by length of residence, income and age. The intent is to measure the collective effects of length of residence, position in the social structure and respondents' stages in the life cycle.

Thus, a longer term of residence in the local community, higher social standing, and a later stage in the life cycle lead to a greater sense of community, more sorrow when forced to think about leaving, and greater interest in local affairs. (Goudy 1990:189).

These 'systemic model' variables yielded additional support to the Kasarda and Janowitz (1974) study. The evidence suggests that systemic linkages of rural and urban residents continue with advanced communications and transportation in modern society.

The conclusion of Gerson et al. (1977:156) bears repeating: Attachment to place is not holistic but multidimensional. There are different ways of being attached, ways that are not strongly related to one another. And different types of people are attached in different ways. (Goudy 1990:196).

In the study done by William F. Stinner, Mollie Van Loon, Seh-Woong Chung, and Yongchan Byun, Community Size, Individual Social Position, and Community Attachment. (1990), the linear-development and systemic models of community attachment are again examined. Stinner et al. disposed of the linear-development model much the same as Goudy (1990) and focused upon the systemic model.

The researchers construct a conceptional framework using five social position variables, duration of residence, socioeconomic status (education), family life stage (age, marital status, children), religious status (Mormon/Non Mormon) and home ownership. Community involvement is measured by the number of voluntary memberships of the respondent. Community amity is measured by the number of self-reported close friends within that community. Community sentiment is measured by the degree of community satisfaction self-reported on a scale from one to five.

The findings support viewing community attachments from multidimensional perspectives. For example, in terms of community involvement, length of residence effect is relative to community size whereas the socioeconomic status effect dominates the community involvement measures. Family life cycle most influences friendship density but length of residence is dominant in friendship concentration.

Differences in community sentiment are reported between less or non-involved Mormons and non Mormons. Even renters are as involved and satisfied as homeowners.

In total, this research re-emphasizes the importance of assessing community attachments from many different perspectives.

## The Military Community And Sub-Culture

Thus far, we've examined the previous research and found differences in community attachments within and between subgroups while still detecting consistent patterns of community attachments for such measures as length of residence, life cycle status, socioeconomic status and community involvement.

Examining the military community in light of community attachments is useful since many of these measures are readily visible and measurable. The military community is a microcosm of the greater society at large. There is lateral and upward mobility normally associated with military service. It can even be theorized that a certain amount of community attachment and awareness of the local quality of life within ones military community is expected by superiors.

Within every military community, there exists a command structure where a commander presides (much like a mayor or governor) over the community. He or she is charged with the responsibility and authority to carry out the affairs of the community, i.e., to maintain the discipline, law, order and mission accomplishment of the entire community.

Within this rather formal and firmly established charter are the men and women in uniform, many of whom have their families who reside within these military communities. Each commander of every military community is responsible for the health, welfare and safety of every soldier as well as every family member in the community. Most communities include every service and conveyance found in every city.

From hospital to fire department, from post exchange (department store) to residential housing areas on post, the commander has the ultimate responsibility to tend to the needs of all.

Among the many missions to be accomplished, like training soldiers, renovating facilities and providing quality of life services to all, the commander normally has a public affairs office dedicated to the task of

operating an internal and external system of informing the population and the public about the affairs of the community.

Many communities produce a post newspaper to keep the community informed about its own affairs as well as the Army and national current affairs. Some communities have radio and TV stations dedicated to the effort of keeping the community informed.

The all volunteer Army with its regimented lifestyle and family oriented community, provides fertile ground from which to measure community attachments. Most important, newspaper readership habits can be examined conveniently in light of community attachment theory.

### The Fort Gordon Community

The Fort Gordon, Georgia, military community is much like the standard military community. Its facilities and services accommodate almost 20,000 military members and civilian employees. It serves as a home for 15,000 family members, provides over 800 sets of government quarters and supports over 40,000 retirees in surrounding community areas. It's a small city of military-affiliated community members much like the hundreds of military installations and bases throughout the United States.

Fort Gordon has a weekly post newspaper, FM radio station and Cable TV station operated by the Public Affairs Officer and staff. Like all Army newspapers, Fort Gordon's, The Signal, is assessed periodically through a survey questionnaire administered to its readers by the Public Affairs Officer. The 1990 survey results were examined in light of the community attachment theory. While the survey was designed to detect readership habits alone, separate and distinct from any particular communications theory, its results served as a major indication that community attachment could be examined in subsequent research. Before

the community attachment research data is presented, a brief account of exploratory research done at Fort Gordon in 1990 is useful to gain an understanding of the Fort Gordon community newspaper and of the newspaper reading habits of personnel stationed there.

This exploratory research study, published in The Signal which is the post's weekly newspaper, is based upon the assumptions that a significant number of members of the Fort Gordon community read the Signal newspaper, are happy with its reporting of news and information and are willing to make recommendations to the editorial staff for improvements.

The focus of Army newspapers is on the primary military audience, i.e., active duty members, reserve members, Department of the Army civilians, military retirees and family members of each category. In concert with the social scientific community, we acknowledge that with exploratory research, we are unable to claim that our sample population is representative of our actual population and thus cannot generalize our results. Despite this shortcoming, much of the data obtained has been extremely useful in understanding the needs, desires and opinions among those 664 readers and non-readers, who took the time to fill out the questionnaire.

In June 1990, almost 6,000 survey forms were distributed throughout the Fort Gordon military community. Questionnaires were sent to every office and activity on post, and placed as inserts inside newspapers in racks at the post exchange, commissary and hospital. They were also distributed to all on-post housing areas. There were 664 questionnaires collected by the Office of Public Affairs over a three-week period following distribution.

An overwhelming majority (95 percent) acknowledged that they read the Signal in the past year; 83 percent read it most of the time, and 85 percent read two or more issues per month. Over 85 percent read the Signal within two days of publication and more than 70 percent read "all"



or "quite a bit" of the entire paper.

About 74 percent rated the extent of the Signals reliability as "great" or "very great" as a Fort Gordon news source. Better reliability as an Army news source, greater use of color, more stimulating articles on current affairs, military news, controversial issues and a better balance of sports coverage were indicated as desirable to the readers. None of these findings are particularly unusual taken at face value. However, taking the demographic profile of the typical respondent into consideration makes for some interesting speculation concerning community attachments. This study did not employ any of the variables previously reviewed dealing specifically with community identification, closeness or involvement. But, some traditional demographic indicators seem to support the notion that older, more integrated and attached permanent party soldiers and civilian employees were the predominant readers and non readers who took the time and effort to make recommendations to improve their community newspaper. For example, 50 percent of the respondents were between ages 25 and 39, and 43 percent were 40 years of age or older. About 50 percent were military members, 38 percent were Department of the Army civilians and 12 percent were reservists, retirees and/or family members.

Respondents were mostly middle and senior management personnel of the post who do not include the transient student training populations. These transients consist primarily of lower enlisted (private through specialist grades) in advanced individual training (AIT) and company grade officers (lieutenants and captains) attending the basic and advanced officer courses on post.

Permanent party garrison support soldiers, civilians and middle to senior management personnel represented in the study, tend to be more stable members of the community. These groups tend to have greater more developed community ties to Fort Gordon. Indeed, they made up the

majority of respondents to the survey questionnaire and made recommendations for newspaper improvements.

Even the improvements recommended track closely with the previously discussed research. The recommended improvements are community-oriented rather than personally-oriented. The strongest recommended changes were indicated for better Army news reliability, and more stimulating articles in current affairs, military news, and controversial issues. More color in print and better balance of sports were also indicated. These community-oriented responses indicate a desire for making the newspaper deliver what readers seem to want, i.e., a comprehensive tool to inform them about the local community as well as the military community at large.

This exploratory research can do very little to further the empirical support for attachment (community ties) theory. But, the demographic profile of respondents gives a strong indication to the informed military researcher that community ties play a major role in this newspaper's readership.

### **III. HYPOTHESES, RESEARCH SETTING and METHODS**

#### **Limitations of the Research**

Unfortunately, military communities have unique characteristics that make direct application of the 'Community Attachment' model problematic. The operational definitions used in the previous research on civilian communities do not fit the military member or the military community.

For instance, in applying ties to place, there is no on-post home ownership and off-post residents don't normally get a post newspaper delivered to their residences nor does anyone subscribe to the post newspaper. Rather, the PAO ensures sufficient newsstand locations are available throughout the installation and maintains on-post housing, office and worksite newspaper distribution systems. Home ownership and newspaper subscription data cannot be used to assess ties to place and readership.

Another complication occurs with ties to social structure. The military rank structure, officer, enlisted and civilian divisions and formal methods of interacting by regulations and customs of the service, creates a unique atmosphere requiring care in selection of membership and participation within community organizations, associations and activities.

Ties to social process is the least problematic for applicability since these can be measured throughout all ranks and military community member categories. However, lower-ranking members will have fewer avenues for community involvement and less influence over change in the community than higher-ranking members due to the regimented social order. But; there are unique groups, programs and forums within the military community that can be used to measure ties to process across the

military social stratum.

### Adapting To The Military Community Setting

While there are many measures of Community Ties in the literature, the application of those previously tested measures don't quite fit for use on a military community population. The study by Stephens (1978) and his follow up research in 1983 brought the research setting to Fort Jackson, South Carolina.

The objectives of those studies were not exactly parallel to this study but Community Attachments were examined in light of readership habits using some hypotheses that are useful to those interested in understanding the dynamics of newspaper readership.

Specifically, we are greatly interested in knowing how to get the newspaper messages, information and influences out to the widest audience.

The Army's primary target is the basic soldier. Others like retirees, and family members are important, but it is the soldier who is in the ranks tending to the heart of military business, i.e., combat.

Soldiers must be kept informed and be able to depend upon a source of information that is accurate, timely and carries with it the commanders' essential elements of command information. The post newspaper has been thought of as one of the primary means of getting command information out to soldiers.

Community attachment theory suggests that the "unattached and untied to the community" soldier may not be as inclined to read the post newspaper as the "attached and tied to the community" soldier. The intent of the study is to examine this theoretical proposition in hopes of better understanding the readership habits of soldiers.

The objective is to gain the ability to structure and design a media system that best supports the Commanders' essential elements of

command information and the goals, of the Army, and our national defense posture.

This study examines readership of military personnel separately and exclusively from the rest of the population. It is not intended as a "critical test" of community attachment theory but rather an example whereby community attachment theory serves as a theoretical framework while studying practical aspects of Army newspaper readership.

The dynamic model presented by Stamm (1985), is the foundation upon which this study is based. Stephens' two studies provide the hypotheses formulated to get the most information from the data collected. Operational definitions have been created by grouping those questions designed to measure community attachments and readership habits from the survey questionnaire. (see appendix D ).

Stephens' hypotheses combined with the Community Ties Dynamic Model developed by Stamm, provides a useful means to observe the effects community ties and attachments have on newspaper readers.

Stephens' operational definitions were modified to adjust for the absence of measures like home ownership, newspaper subscription practices, and newspaper purchase costs. The primary thrust in search of community attachments and readership habits originated from the following:

We expect the following hypotheses (those duplicated in this study), to hold regardless of where one lives in American society; whether one identifies "community" as a city, town, neighborhood, etc.; and regardless of the size community to which one is attached. While we expect the hypotheses to hold for even those who have lived in only one "place," we think the theory receives its strongest support when these hypotheses can be supported for those who have moved around a lot (e.g.,

transient military personnel). (Stephens 1983:15)

With some modifications to the measures employed by Stephens, Stamm and others in the mainstream of Community Attachments Theory, the following scheme of measurement was developed to test the hypotheses.

### Operational Definitions

Community Ties are operationalized by examining how respondents answered specific questions grouped to yield readership habits and community attachment related questions throughout the questionnaire.

*H1: The community ties to place, structure and process will reveal the more stable and attached military community member who is interested in maintaining regular readership of the post newspaper.*

Community ties to place: Respondents who have been assigned to post for 12 months or more Q#57, and, identify as a resident of post two years or more, Q#58. Also, those who indicate they are in the duty status of permanent party, Q#52, are considered to have greater residential community ties to place.

Community ties to structure: Respondents who are involved in two or more community activities on post, Q#64 and, indicate regular readership of the local area newspaper of current residence, Q#65.

Community ties to process: Respondents who answer 'Daily or Weekly' to the following:

Q#59, keeping up with what's happening in the community, Q#60, having ideas for improving the community, Q#61, having the same concerns as others in the community, Q#62, getting together with others in this community, and, Q#63, working to bring about changes in the community.

Those who make additional comments about improving anything

discussed in the questionnaire will be included as a Community ties to process indicator, Q#70.

**H2:** *Those who have more ties to the community are more likely to read the post newspaper regularly.*

Of those who reveal community ties by definitions above will be assessed and correlated with their positive response to Q#1, read an issue of the Signal in the past year, and, Q#2 read the Signal most of the time or greater.

**H3:** *Military community members frequently read a newspaper serving a community to which they have some attachment regardless of current residence.*

Respondents who indicate daily or weekly readership of their hometown newspaper in Q#67.

**H4:** *The more attached community members are to their community, the more recommendations for newspaper improvements in format and content they will make.*

Respondents who answer neutral (about right, neither agree nor disagree, or fair) to Q#9 through Q#18 on assessing Signal newspaper coverage, Q#19 through Q#27 on assessing Signal newspaper content and Q#28 through Q#35 on assessing Signal newspaper format and appearance,-- are not indicating a willingness to make recommendations. Those who by our above definition as having greater community ties will respond to those coverage, content and format questions with a more vigorous positive or negative response.

**H5:** *Community attachment is a greater determinant of reading habits than age, years of residence, rank and education.*

Of those who indicate readership of the Signal newspaper, most of the time or greater, Q#2, will not be of any one particular age category, Q#50, not be from one residence category, Q#58, will not be any one particular rank or grade, Q#53, and not be among any one particular

education category, Q#51.- but, will be rated highest in community ties using the aforementioned definition.

### Assumptions

1-The overall assumption is that those tied to the community are predominantly among those who are permanently assigned to the 15th Signal Brigade (permanent party).

2-The predominant population of those not tied to the community are represented throughout the student populations of the 15th Signal Brigade.

3-That these two populations will demonstrate the diversity of community attachment applicable to others not included in the sample such as DA civilians, family members and one-station (long term affiliated) reservists.

4-Community ties and attachment can be developed over a relatively short period (one to two years) and may be developed during each full tour of from one to four years at each permanent duty station regardless of home of record.

### Research Setting

Fort Gordon, Georgia, is the home of the United States Army Signal Corps and Signal Regiment. The 15th Signal Brigade is the largest unit on the installation. It represents the cadre of trainers, support troops and trainees of the Signal Corps unit which has the primary responsibility of training enlisted and officer Signal soldiers and leaders for the U.S. Army.

Since community attachments and community ties are the focus of the study it was determined that two distinct groups could best represent the two extremes on the community ties continuum, i.e., permanent party



soldiers would exhibit stronger ties and attachments while transients soldiers by their very nature, (new to the army and/or only temporarily stationed in the Fort Gordon community), would exhibit weak ties and attachments.

### Methodology

The questionnaire was developed using the recommended group of Readership Survey questions listed in Army Regulation 360-81, Command Information. This regulation gives guidance for conducting command information in the Army and is the authority for publication of Army newspapers. A modification was made to the recommended questions based upon the focus of this study and recommendations received during the two focus group sessions and pretest conducted in early March 1991.

The first focus group was conducted among members of the Public Affairs staff consisting of approximately 10 print journalists, broadcast journalists and five civilian Public Affairs Specialists. This group discussed the 1990 questionnaire and devised some of the initial modifications for the 1991 survey questionnaire.

The questionnaire was pretested on a group of approximately 19 military personnel who were attending a seminar conducted by Fort Gordon's Total Quality Management Office. They provided useful input regarding some confusing questions and answers as well as the approximate total time required to complete the questionnaire.

The revised questionnaire was then given to a small group of 11 Unit Public Affairs Representatives (UPAR's) from the 15th Signal Brigade. During this focus group and pretest, members of the same population as the sample, provided important input which clarified important questions and allowed for an adjustment to the design of the survey questionnaire. These UPAR's are part of a new program where both permanent party

and students assigned to the 15th Signal Brigade are encouraged to make frequent contact with PAO providing information, stories and assistance to the on post media outlets.

On March 22, 1991, 1750 survey questionnaires were sent to selected members of the 15th Signal Brigade. The 15th Signal Brigade was selected as a suitable survey population since it includes all permanent party and students assigned to the U.S. Army Signal Center and Fort Gordon.

The systematic random sample was created by selecting a sample from each of two categories of soldiers that comprise the brigade. Permanent party soldiers make up about 3,500 of the brigade and transient soldiers (those enrolled in training courses) make up about 4,000 of the brigade.

The personnel roster listing all assigned permanent party and transient soldiers in the 15th Signal Brigade as of 27 Feb 1991, was used to draw the sample.

The 1,750 number was calculated to obtain a minimum of 400 respondents in each group of permanent party and student transients sampled. The 400 desired for each group is based upon the 384 size-samples recommended to achieve 5 percent tolerated error with a confidence level of 95 percent (Backstrom and Hursh-Cesar 1981:75). A response rate of 45 percent was expected based upon the average obtained from similar studies.

For permanent party, every fourth name listed within every company organizations' alphabetic roster was selected yielding a permanent party soldier sample of 864. For transients, every sixth name listed within every training company organizations' alphabetic roster was selected yielding a transient soldier sample of 886.

A written survey questionnaire method was selected for data collection because of the Army requirement to use this method for readership surveys. It is also an efficient method because of the ease in distribution, versatility in content and focus, internal printing (no cost) of

the questionnaire and unobtrusiveness. Many respondents were reached efficiently through a mail questionnaire. [Personal interview method would not have been efficient using only one available researcher.]

The two samples were reached through the internal mailing system and respondents sent back completed questionnaires through the same (no cost) internal distribution system. Respondents received the survey booklet and a cover letter signed by the 15th Signal Brigade commander urging participation in the survey.

Respondents were advised to fill out the questionnaire as soon as possible but not later than 31 March 1991. Those in the sample were given instructions to fold and staple the questionnaire booklet so that the return address of the Public Affairs Office would be visible thus facilitating the return of each respondent's questionnaire through post distribution to the Public Affairs Officer (researcher and author of this study).

Excluded are the remaining tenant command elements, civilian employees, family members and other military affiliated personnel. [1]

On March 31, it was determined that only one quarter of the necessary questionnaires had been returned. A follow-up reminder notice card was sent to each soldier from both groups of the sample reminding each potential respondent to complete and send the questionnaire back immediately. The subsequent two weeks yielded the remainder of the survey sample.

Throughout the period from 22 March through 22 April, a total of 758 questionnaires were returned through post distribution to the Public Affairs Office. Permanent party respondents include 468 and Transients include 278 with the remaining 12 falling into the Missing Data category. Approximately 170 questionnaires were returned to the PAO unopened due to troop rotations and reassignments during the study. Most of the unopened returned questionnaires were from the Transient group. [2]

The overall return rate based upon 1,750 questionnaires sent out and

758 completed plus the 170 unopened and returned questionnaires is 53 percent. The overall response rate based upon 1,750, less the 170, with the 758 completed questionnaires is 48 percent. This yields better than an overall rate of 4% confidence interval at 95% confidence level for the entire population sampled.

The permanent party return rate based upon 864 questionnaires sent out and 468 completed plus 20 of the unopened and returned questionnaires is 56 percent. The permanent party response rate based upon 864, less the 20 with the 468 completed questionnaires is 55 percent. This yields better than a rate of 5 percent confidence interval at 95 percent confidence level for the permanent party sample.

The student/transient return rate based upon 886 questionnaires sent out and 278 completed plus 150 of the unopened and returned questionnaires is 48 percent. The student/transient response rate based upon 886, less the 150, with the 278 completed questionnaires is 38 percent. This yields better than a rate of 6 percent confidence interval at 95 percent confidence level for the student/transient sample.

## IV. FINDINGS

### Community Ties to Place

In reviewing community ties to place, Chart #1 reveals a relatively even spread across assignment time length among those who indicated they've read the Signal. Over half of the Signal readers are assigned for one year or more.

CHART #1

X<sub>1</sub>: A. YES - ASSIGN/FT GORDON

Bar:	Element:	Count:	Percent:	
1	A. LESS/6MO	149	23.726	-Mode
2	B. 6-11MO	147	23.408	
3	C. 12-23MO	145	23.089	
4	D. 24-35MO	93	14.809	
5	E. THREE YRS/MORE	94	14.968	

Chart #2, shows a less balanced distribution between assignment time length among those indicating no previous readership for the Signal. There were 78 percent who've been assigned for less than one year that account for non readers.

CHART #2

X<sub>1</sub>: B. NO - ASSIGN/FT GORDON

Bar:	Element:	Count:	Percent:	
1	A. LESS/6MO	62	54.867	-Mode
2	B. 6-11MO	26	23.009	
3	C. 12-23MO	16	14.159	
4	D. 24-35MO	2	1.77	
5	E. THREE YRS/MORE	7	6.195	

The most useful statistical calculation to determine if a change in frequency exists and the significance of that change is the chi square test. The results of the chi square goodness of fit test at Chart #3, reveals that the chi square value is 54.245, with 4 degrees of freedom and has established a probability level of .0001. Since 54.245 is greater than 18.467, (Wimmer and Dominick 1987:456), the frequency difference is significant, it is accepted or supported that Signal readership is significantly different between the assignment length categories among respondents.

### CHART #3

Coded Chi-Square X<sub>1</sub>: READ SIGNAL Y<sub>1</sub>: ASSIGN/FT GORDON

#### Summary Statistics

DF:	4
Total Chi-Square:	54.245 p=.0001
G Statistic:	56.353
Contingency Coefficient:	.261
Cramer's V:	.271

Chart #4 shows the breakdown among those who indicate Signal readership and their self-reported community identification. The data reveal that the overwhelming majority, 64 percent, are residents who've been at Fort Gordon for less than 2 years and the remaining 36 percent indicate residence of 2 years or more.

#### CHART #4

##### X<sub>1</sub>: A. YES - COMM MEMB ID

Bar:	Element:	Count:	Percent:	
1	A. <2YR/LV/IYR	255	40.997	-Mode
2	B. <2YR/STAY	145	23.312	
3	C. 2YR</STAY	97	15.595	
4	D. 2YR</LV/1YR	125	20.096	

Chart #5 shows the self-reported community identification among those who did not identify themselves as readers of the Signal. Almost 90 percent are residents of less than 2 years while only 10 percent are 2 years or more residents.

#### CHART #5

##### X<sub>1</sub>: B. NO - COMM MEMB ID

Bar:	Element:	Count:	Percent:	
1	A. <2YR/LV/IYR	86	77.477	-Mode
2	B. <2YR/STAY	13	11.712	
3	C. 2YR</STAY	7	6.306	
4	D. 2YR</LV/1YR	5	4.505	

Chart #6 Shows the chi square value for readership and community identification. Here we see a chi square of 51.465, with 3 degrees of freedom and has established a probability level of .0001. Since 51.465 is greater than 16.266, (Wimmer and Dominick 1987:456), the frequency difference is significant, it is accepted or supported that readership is significantly different between self-reported community identification and length of residence.

#### CHART #6

Coded Chi-Square X<sub>1</sub>: READ SIGNAL Y<sub>1</sub>: COMM MEMB ID

##### Summary Statistics

DF:	3
Total Chi-Square:	51.465 p=.0001
G Statistic:	54.649
Contingency Coefficient:	.256
Cramer's V:	.265

Chart #7 shows the chi square value of Signal readers and the two groups, permanent party and student transients. The results of the chi square goodness of fit test reveals that the chi square value is 69.36, with 1 degree of freedom and has established a probability level of .0001. Since 69.36 is greater than 10.827, (Wimmer and Dominick 1987:456), the frequency difference is significant, it is accepted or supported that Signal readership is significantly different between the two groups; permanent party, and student transient soldiers.



### CHART #7

Coded Chi-Square X<sub>1</sub>: READ SIGNAL Y<sub>1</sub>: GROUP

#### Summary Statistics

DF:	1
Total Chi-Square:	69.36 p=.0001
G Statistic:	67.41
Contingency Coefficient:	.292
Phi:	.305
Chi-Square with continuity correction:	67.618 p=.0001

With the above reported results, those respondents assigned for 12 months or more, identified as a resident for 2 years or more and permanent party show more evidence of Signal readership than student transient soldiers, proportionally and by comparison.

### Community Ties to Structure

Community ties to structure have been measured by involvement in community activities and regular readership in the local area newspaper of current residence.

Chart #8 shows readers of the Signal and their organizational involvement. While a majority, 73 percent, have no self-reported community involvement, 16 percent list one and 11 percent list two or more community involvement activities.

### CHART #8

X<sub>1</sub>: A. YES - ORG/INVOLV

Bar:	Element:	Count:	Percent:	
1	A. FOUR	8	1.266	
2	B. THREE	27	4.272	
3	C. TWO	35	5.538	
4	D. ONE	102	16.139	
5	E. NONE	460	72.785	-Mode

Chart #9 shows non readers of the Signal and their community organizational involvement. While a great majority, 86 percent, have no self-reported community involvement, 9 percent list one and 5 percent list two or more community involvement activities. The community involvement activities among non readers of the Signal are half as many than readers (for one listing and the two or more listing).

### CHART #9

X<sub>2</sub>: B. NO - ORG/INVOLV

Bar:	Element:	Count:	Percent:	
1	A. FOUR	0	0	
2	B. THREE	1	.87	
3	C. TWO	5	4.348	
4	D. ONE	10	8.696	
5	E. NONE	99	86.087	-Mode

Chart #10, reveals that the chi square value is 10.614, with 4 degrees of freedom and has established a probability level of .0313. Since 10.614 is greater than 9.488 (.05), (Wimmer and Dominick 1987: 456), the frequency difference is significant, it is accepted or supported that Signal readership is significantly different between those with one and two or more community involvement listings.

### CHART #10

Coded Chi-Square X<sub>1</sub>: READ SIGNAL Y<sub>1</sub>: ORG/INVOLV

#### Summary Statistics

DF:	4
Total Chi-Square:	10.614 p=.0313
G Statistic:	.
Contingency Coefficient:	.118
Cramer's V:	.119

Chart #11 shows the Signal readers as also predominantly among those who subscribe, regularly buy, and occasionally buy the local area newspaper making up 80 percent of those readers. Those who don't buy the newspaper or obtain it at work make up the remaining 20 percent.

### CHART #11

X<sub>1</sub>: A. YES - SUBSCR/LOC/DAILY

Bar:	Element:	Count:	Percent:
1	A. SUBSCRIBE	180	29.364
2	B. REG/BUY/STAND	135	22.023
3	C. OCCAS/BUY	167	27.243
4	D. OBT/WORK	70	11.419
5	E. NEVER BUY	61	9.951

-Mode

Chart #12 shows a different distribution among non readers vis-a-vis local newspaper readership habits; only 5 percent subscribe, 13 percent buy it on the stand, and 34 percent occasionally buy it while 11 percent obtain the newspaper at work and a solid 37 percent never buy the local paper.

### CHART#12

X<sub>1</sub>: B. NO - SUBSCR/LOC/DAILY

Bar:	Element:	Count:	Percent:	
1	A. SUBSCRIBE	6	5.263	
2	B. REG/BUY/STAND	15	13.158	
3	C. OCCAS/BUY	39	34.211	
4	D. OBT/WORK	12	10.526	
5	E. NEVER BUY	42	36.842	-Mode

Chart #13 shows that the chi square value is 76.261, with 4 degrees of freedom and has established a probability level of .0001. Since 76.261 is greater than 18.245, (Wimmer and Dominick 1987:456), the frequency difference is significant, it is accepted or supported that Signal readership is significantly different among those who show differences in readership of local area newspapers of current residence.

### CHART#13

Coded Chi-Square X<sub>1</sub>: READ SIGNAL Y<sub>1</sub>: SUBSCR/LOC/DAILY

#### Summary Statistics

DF:	4	
Total Chi-Square:	76.261	p=.0001
G Statistic:	73.538	
Contingency Coefficient:	.308	
Cramer's V:	.324	

## Community Ties to Process

Community ties to process is examined below by assessing the Signal readers vis a vis the community attachments variables devised by Stamm 1985, community ties to process.

Chart #14 shows 62 percent of Signal readers who keep up with what's happening weekly or daily.

CHART 14

X<sub>1</sub>: A. YES - KEEPING UP

Bar:	Element:	Count:	Percent:	
1	A. DAILY	130	20.9	
2	B. WEEKLY	253	40.675	-Mode
3	C. MONTHLY	115	18.489	
4	D. ANNUALLY	25	4.019	
5	E. NEVER	99	15.916	

Chart #15 shows the drastic difference with only 36 percent of non-Signal readers who keep up with what's going on weekly or daily.

CHART #15

X<sub>1</sub>: B. NO - KEEPING UP

Bar:	Element:	Count:	Percent:	
1	A. DAILY	11	9.91	
2	B. WEEKLY	29	26.126	
3	C. MONTHLY	16	14.414	
4	D. ANNUALLY	9	8.108	
5	E. NEVER	46	41.441	-Mode

Chart #16 reveals that the chi square value is 46.389, with 4 degrees of freedom and has established a probability level of .0001. Since 46.389 is greater than 18.467, (Wimmer and Dominick 1987:456), the frequency difference is significant, it is accepted or supported that desire to keep up

with what's going on is higher among Signal newspaper readers than non readers and readers are more tied to the community.

### CHART #16

Coded Chi-Square X<sub>1</sub>: READ SIGNAL Y<sub>1</sub>: KEEPING UP

#### Summary Statistics

DF:	4
Total Chi-Square:	46.389 p=.0001
G Statistic:	41.52
Contingency Coefficient:	.244
Cramer's V:	.252

Chart # 17 shows that 22 percent of Signal readers have ideas about improving the community weekly or daily and 42 percent never have such notions.

### CHART #17

X<sub>1</sub>: A. YES - IDEAS/IMPROV

Bar:	Element:	Count:	Percent:
1	A. DAILY	51	8.306
2	B. WEEKLY	35	13.844
3	C. MONTHLY	145	23.616
4	D. ANNUALLY	75	12.215
5	E. NEVER	258	42.02

-Mode

Chart #18 shows a slightly different breakout among non Signal readers regarding weekly or daily ideas about improving the community

and reveals almost 62 percent who never have such ideas.

#### CHART #18

X<sub>1</sub>: B. NO - IDEAS/IMPROV

Bar:	Element:	Count:	Percent:	
1	A. DAILY	3	2.752	
2	B. WEEKLY	14	12.844	
3	C. MONTHLY	16	14.679	
4	D. ANNUALLY	9	8.257	
5	E. NEVER	67	61.468	-Mode

Chart #19 reveals that the chi square value is 16.248, with 4 degrees of freedom and has established a probability level of .0027. Since 16.248 is greater than 13.277, (Wimmer and Dominick 1987:456), the frequency difference is significant, it is accepted or supported that Signal newspaper readers have a greater desire to have ideas about improving the community than non readers and are tied to the community more than non readers.

#### CHART #19

Coded Chi-Square X<sub>1</sub>: READ SIGNAL Y<sub>1</sub>: IDEAS/IMPROV

##### Summary Statistics

DF:	4	
Total Chi-Square:	16.248	p=.0027
G Statistic:	17.109	
Contingency Coefficient:	.148	
Cramer's V:	.15	

Chart #20 shows over 40 percent of Signal readers who have the self reported same concerns as others weekly or daily and less than 27 percent who never have such concerns.

**CHART #20**

**X<sub>1</sub>: A. YES - SAME CONCERNS**

Bar:	Element:	Count:	Percent:	
1	A. DAILY	121	19.611	
2	B. WEEKLY	125	20.259	
3	C. MONTHLY	149	24.149	
4	D. ANNUALLY	56	9.076	
5	E. NEVER	166	26.904	-Mode

Chart #21 shows 33 percent of non Signal readers who have the self reported same concerns as others weekly and daily and more than 47 percent who never have such concerns.

**CHART #21**

**X<sub>1</sub>: B. NO - SAME CONCERNS**

Bar:	Element:	Count:	Percent:	
1	A. DAILY	17	15.596	
2	B. WEEKLY	19	17.431	
3	C. MONTHLY	14	12.844	
4	D. ANNUALLY	8	7.339	
5	E. NEVER	51	46.789	-Mode

Chart #22 reveals that the chi square value is 19.003, with 4 degrees of freedom and has established a probability level of .0008. Since 19.003 is greater than 18.467 (.01) (Wimmer and Dominick 1987:456), the frequency



difference is significant, it is accepted or supported that Signal readers have greater concerns for community improvement than non Signal readers in the community.

#### CHART #22

Coded Chi-Square X<sub>1</sub>: READ SIGNAL Y<sub>1</sub>: SAME CONCERNS

##### Summary Statistics

DF:	4
Total Chi-Square:	19.003 p=.0008
G Statistic:	18.401
Contingency Coefficient:	.16
Cramer's V:	.162

Chart #23 shows over 35 percent Signal readers getting together with others in the community weekly or daily and 32 percent don't.

#### CHART #23

X<sub>1</sub>: A. YES - GETTING TOGETHER

Bar:	Element:	Count:	Percent:	
1	A. DAILY	87	14.146	
2	B. WEEKLY	130	21.138	
3	C. MONTHLY	139	22.602	.
4	D. ANNUALLY	60	9.756	
5	E. NEVER	199	32.358	-Mode

Chart #24 shows 28 percent of non Signal readers who get together with others in the community weekly or daily and over 48 percent who never get together.

#### CHART #24

##### X<sub>1</sub>: B. NO - GETTING TOGETHER

Bar:	Element:	Count:	Percent:	
1	A. DAILY	18	16.667	
2	B. WEEKLY	13	12.037	
3	C. MONTHLY	15	13.889	
4	D. ANNUALLY	10	9.259	
5	E. NEVER	52	48.148	-Mode

Chart #25 reveals that the chi square value is 14.145, with 4 degrees of freedom and has established a probability level of .0068. Since 14.145 is greater than 11.345 (.01), (Wimmer and Dominick 1987), the frequency difference is significant, it is accepted or supported that Signal readers get together with others in the community more than non readers and are tied more to the community.

### CHART#25

Coded Chi-Square X<sub>1</sub>: READ SIGNAL Y<sub>1</sub>: GETTING TOGETHER

#### Summary Statistics

DF:	4	
Total Chi-Square:	14.145	p=.0068
G Statistic:	14.453	
Contingency Coefficient:	.139	
Cramer's V:	.14	

Chart #26 shows almost 20 percent Signal readers working for changes in the community weekly or daily while 45 percent never do.

### CHART #26

X<sub>1</sub>: A. YES - WORK/CHANGES

Bar:	Element:	Count:	Percent:
1	A. DAILY	41	6.678
2	B. WEEKLY	80	13.029
3	C. MONTHLY	113	18.404
4	D. ANNUALLY	106	17.264
5	E. NEVER	274	44.625

-Mode

Chart #27 shows just under 15 percent non Signal readers who work for changes in the community weekly or daily while an overwhelming 64 percent never do.

#### CHART #27

X<sub>1</sub>: B. NO - WORK/CHANGES

Bar:	Element:	Count:	Percent:	
1	A. DAILY	7	6.422	
2	B. WEEKLY	9	8.257	
3	C. MONTHLY	15	13.761	
4	D. ANNUALLY	8	7.339	
5	E. NEVER	70	64.22	-Mode

Chart #28 reveals that the chi square value is 16.101, with 4 degrees of freedom and has established a probability level of .0029. Since 16.101 is greater than 13.277 (.01) (Wimmer and Dominick 1987:456), the frequency difference is significant, it is accepted or supported that Signal readers work to make changes in the community more than non Signal readers and these readers have greater ties to the community.

#### CHART #28

Coded Chi-Square X<sub>1</sub>: READ SIGNAL Y<sub>1</sub>: WORK/CHANGES

##### Summary Statistics

DF:	4	
Total Chi-Square:	16.101	p=.0029
G Statistic:	16.96	
Contingency Coefficient:	.148	
Cramer's V:	.149	

Chart #29 shows 5 percent Signal readers who made two or more additional comments in the survey while 80 percent made none.

#### CHART #29

##### X<sub>1</sub>: A. YES - ADD/COMMENTS

Bar:	Element:	Count:	Percent:	
1	A. FOUR	4	.632	
2	B. THREE	5	.79	
3	C. TWO	25	3.949	
4	D. ONE	90	14.218	
5	E. NONE	509	80.411	-Mode

Chart #30 shows less than 1 percent non Signal readers who made two or more additional comments in the survey while 87 percent made none.

#### CHART #30

##### X<sub>1</sub>: B. NO - ADD/COMMENTS

Bar:	Element:	Count:	Percent:	
1	A. FOUR	0	0	
2	B. THREE	0	0	
3	C. TWO	1	.862	
4	D. ONE	14	12.069	
5	E. NONE	101	87.069	-Mode

Chart #31 reveals that the chi square value is 5.201, with 4 degrees of freedom and has established a probability level of .2673. Since 5.201 is not greater than 7.779 (.10 minimum acceptable), (Wimmer and Dominick 1987:456), the frequency difference is not significant. Therefore the null

hypothesis is supported: Signal readers are not more likely to make more additional comments than non Signal readers and are not more tied to the community in this regard.

### CHART #31

**Coded Chi-Square X<sub>1</sub>: READ SIGNAL Y<sub>1</sub>: ADD/COMMENTS**

#### Summary Statistics

DF:	4	
Total Chi-Square:	5.201	p=.2673
G Statistic:	.	
Contingency Coefficient:	.083	
Cramer's V:	.083	

Clearly, all but the last variable examined thus far have serious implications for the study of readership habits and community ties. The chi square values have been well above the minimum levels. The first hypothesis requires further study but the evidence suggests that the more attached community member does maintain regular readership of the post newspaper. Readership habits can be examined by analyzing permanent party and student transients responses to readership habit questions separately using contingency tables. A brief review of these tables reveals stronger readership of the Signal for permanent party soldiers than for student transient soldiers.

Chart # 32 shows the breakdown between permanent party soldiers and student transient soldiers as they relate to the question, "Have you read the Signal within the past year?"

The overwhelming majority of permanent party soldiers read the

Signal. Less than 7 percent indicate non readership status while almost 30 percent of student transient soldiers are non readers of the Signal.

**CHART #32**

**Percents of Row Totals**

	A. YES	B. NO	Totals:
A. TRANSIENT	70.4%	29.6%	100%
B. PER/PARTY	93.15%	6.85%	100%
Totals:	84.68%	15.32%	100%

Chart #33 reveals the chi square value is 69.36, with 1 degree of freedom and has established a probability level of .0001. Since 69.36 is greater than 10.827, (Wimmer and Dominick 1987:456), the frequency difference is significant, and the hypothesis (H:1) is accepted or supported: *the community ties to place, structure and process will reveal the more stable and attached military community member who is interested in maintaining regular readership of the post newspaper.*

**CHART #33**

**Coded Chi-Square X<sub>1</sub>: READ SIGNAL Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	1
Total Chi-Square:	69.36 p=.0001
G Statistic:	67.41
Contingency Coefficient:	.292
Phi:	.305
Chi-Square with continuity correction:	67.618 p=.0001

## Community Attachment and Newspaper Readership

H:2 With the previous extensive review of community attachments variables and the established fact that permanent party soldiers are tied to the community to a greater extent than student transient soldiers ( see Appendix C ), both groups will be examined regarding the regularity of Signal readership.

Chart #34 shows 80 percent of permanent party read the Signal 'most of the time' or 'all the time' while 57 percent of student transients read the Signal similarly.

**CHART #34**  
**Percents of Row Totals**

	A. ALL/TIME	B. MOST/T...	C. SOME/T...	D. ONCE/W...	E. NEVER	Totals:
A. TRANSIENT	17.82%	38.61%	23.76%	17.33%	2.48%	100%
B. PER/PARTY	48.51%	30.8%	12.87%	7.82%	0%	100%
Totals:	38.78%	33.28%	16.33%	10.83%	.78%	100%

Chart #35 reveals that the chi square value is 68.326, with 4 degrees of freedom and has established a probability level .0001. Since 68.326 is greater than 18.467, (Wimmer and Dominick 1987:456), the frequency difference is significant, and the hypothesis is accepted or supported: *Those who have more ties to the community are more likely to read the post newspaper regularly.*



### CHART #35

Coded Chi-Square X<sub>1</sub>: OFTEN READ Y<sub>1</sub>: GROUP

#### Summary Statistics

DF:	4
Total Chi-Square:	68.326 p=.0001
G Statistic:	.
Contingency Coefficient:	.311
Cramer's V:	.328

H:3 In order to prevent jumping to conclusions that those who don't read the Signal may not read other newspapers, the subsequent analysis measures overall newspaper readership habits.

Chart #36 shows Signal newspaper readers identifying the local daily, The Augusta Chronicle, as the preferred hometown newspaper by almost 40 percent. Those claiming to have no hometown paper made up 36 percent of the readers.

### CHART #36

X<sub>1</sub>: A. YES - HOMETN/PAPER

Bar:	Element:	Count:	Percent:	
1	A. AUG/CRON/HER...	253	39.843	-Mode
2	B. OTH/LOCAL	13	2.047	
3	C. OTH/DISTANT	141	22.205	
4	D. NONE	228	35.906	

Chart #37 shows quite a different picture for non Signal readers with only 16 percent identifying The Augusta Chronicle as their hometown paper but an enormous 51 percent identified other distant newspapers in other cities as the preferred hometown paper.

### CHART #37

X1: B. NO - HOMETN/PAPER

Bar:	Element:	Count:	Percent:
1	A. AUG/CRON/HER...	19	16.379
2	B. OTH/LOCAL	2	1.724
3	C. OTH/DISTANT	59	50.862
4	D. NONE	36	31.034

-Mode

Chart #38 shows a closer look at hometown newspapers between permanent party and student transients. The match between transients and non Signal readers, and permanent party and Signal readers is almost identical. Note that nearly 52 percent of transients identify other distant hometown newspapers frequently read. The percentages differ by merely seven percentage points in the Augusta Chronicle preferred hometown paper category among permanent party soldiers.

In the case of permanent party, a strong case has been presented for their greater ties and attachments to the local Fort Gordon and surrounding communities, thus the higher percentage naming the Augusta Chronicle as their hometown paper. Student transient soldiers have fewer ties to Augusta and Fort Gordon and this is reflected in the data. What they do have is a continuing tie or attachment to their hometown and previous residence newspapers. Despite these ties, some develop ties and attachments to the Fort Gordon community although to a lesser extent than permanent party simply due to the short-term nature of their assignment. Readership of the post newspaper nevertheless exists to a surprisingly high degree among student transient soldiers.

### CHART #38

#### Percents of Column Totals

	A. TRANSI...	B. PER/PA...	Totals:
A. AUG/CRO...	16.67%	47.11%	35.8%
B. OTH/LOCAL	2.17%	1.93%	2.02%
C. OTH/DIST...	51.81%	11.56%	26.51%
D. NONE	29.35%	39.4%	35.67%
Totals:	100%	100%	100%

Chart #39 reveals that the chi square value is 155.862, with 3 degrees of freedom and has established a probability level of .0001. Since 155.862 is greater than 16.266, (Wimmer and Dominick 1987:456), the frequency difference is significant, and the hypothesis is accepted or supported: *Military community members frequently read a newspaper serving a community to which they have some attachment regardless of current residence.*

### CHART # 39

Coded Chi-Square X<sub>1</sub>: HOMETN/PAPER Y<sub>1</sub>: GROUP

#### Summary Statistics

DF:	3
Total Chi-Square:	155.862 p=.0001
G Statistic:	157.524
Contingency Coefficient:	.416
Cramer's V:	.458

## Community Attachment and Recommendations For Newspaper Improvement in Coverage, Format and Content

H:4 After examining the contingency tables and chi square values for those newspaper coverage, content and format questions, it is clear that no significant relationship exists between any one independent variable and the dependent variables measuring Signal newspaper readership.

With no significant relationship established, it must be acknowledged that theoretically attached soldiers (permanent party) are no more likely to make recommendations for newspaper improvements than theoretically unattached soldiers (transient students) given the measures established for this hypothesis in this study.

Since the data show no significant differences between permanent party and transient students in the scoring of coverage, content and format, overall rating of the Signal by each group should be the same.

See Appendix C , Contingency Tables: Permanent Party and Transients by Recommendations for coverage, content and format.

Chart #40 reveals that the chi square value is 5.187, with 4 degrees of freedom and has established a probability level of .2686. Since 5.187 is not greater than 7.779 ( .10 minimum acceptable), Wimmer and Dominick 1987:456), the frequency difference is not significant, and the hypothesis is rejected in favor of the null hypothesis: *it is not the case that the more attached community members are to their community, the more recommendations for newspaper improvements in format and content they will make.*

In fact, a review of this rating serves to summarize that permanent party and transient soldiers make similar 'limited' recommendations. The absence of extreme ratings by members of each group could very well

be due to a middle of the road customer satisfaction level generated by the Signal newspaper.

CHART #40  
Coded Chi-Square X<sub>1</sub>: GROUP Y<sub>1</sub>: SIGNAL RATING

Summary Statistics

DF:	4
Total Chi-Square:	5.187 p=.2686
G Statistic:	5.301
Contingency Coefficient:	.09
Cramer's V:	.091

Community Attachment and Demographic Determinants of Newspaper  
Reading Habits

H:5 The relative importance of community ties and attachments upon readership over some traditional demographic influences like, age, education and social status (rank), can be seen below. Here examined are these traditional demographic independent variables and the dependent variable, Signal readership. Each of these demographic independent variables should not reveal any significant relationship with readership habits measured by the questions, "Do you read the Signal?" and "How often do you Read the Signal?" What should be evident is that those deemed tied to the community will have relatively stronger readership habits than any one group within any of these traditional demographic variables.

Chart #41 shows the frequency distribution of all respondents presented as a guide for identifying differences between the populations regarding their readership habits vis a vis, the Signal.

This chart reveals over 72 percent of the sample indicating reading the Signal 'most of the time' or 'all the time'.

**CHART #41**

**X<sub>1</sub>: OFTEN READ**

Bar:	Element:	Count:	Percent:	
1	A. ALL/TIME	249	38.367	-Mode
2	B. MOST/TIME	217	33.436	
3	C. SOME/TIME	104	16.025	
4	D. ONCE/WHILE	74	11.402	
5	E. NEVER	5	.77	

Chart #42 shows Signal readers by age for the entire population and approximately 57 percent are over 28 years old.

**CHART #42**

**X<sub>1</sub>: A. YES - AGE**

Bar:	From: (≥)	To: (<)	Count:	Percent:	
1	17	27.2	269	43.457	-Mode
2	27.2	37.4	223	36.026	
3	37.4	47.6	117	18.901	
4	47.6	57.8	7	1.131	
5	57.8	68	3	.485	

Chart #43 shows non Signal readers are the younger age categories making up the largest group of non readers.

#### CHART #43

X<sub>1</sub>: B. NO - AGE

Bar:	From: (≥)	To: (<)	Count:	Percent:	-Mode
1	18	24.4	73	64.602	
2	24.4	30.8	23	20.354	
3	30.8	37.2	9	7.965	
4	37.2	43.6	7	6.195	
5	43.6	50	1	.885	

Chart #44 shows the correlation coefficient between how often the Signal is read and the age of the respondent. A significant value is reported, but the relationship is negligible (Backstrom and Hursh-Cesar 1981:367).

#### CHART #44

Corr. Coeff. X<sub>1</sub>: OFTEN READ Y<sub>1</sub>: AGE

Count:	Covariance:	Correlation:	R-squared:
625	-1.814	-.209	.044

Note: 133 cases deleted with missing values.

Chart #45 shows the  $r$  (squared) value revealing a figure of .04 or 4 percent of explained variance. A significant Correlation (-.209) shows a corresponding decrease in reading with younger age groups.

#### CHART #45

Simple Regression  $X_1$ : AGE  $Y_1$ : OFTEN READ

DF:	R:	R-squared:	Adj. R-squared:	Std. Error:
624	.209	.044	.042	1.002

#### Analysis of Variance Table

Source	DF:	Sum Squares:	Mean Square:	F-test:
REGRESSION	1	28.528	28.528	28.42
RESIDUAL	623	625.369	1.004	$p = .0001$
TOTAL	624	653.898		

No Residual Statistics Computed

Note: 133 cases deleted with missing values.



Chart #46 shows that over 64 percent of the entire population identified as readers of the Signal have been assigned to Fort Gordon less than two years.

CHART#46  
X<sub>1</sub>: A. YES - COMM MEMB ID

Bar:	Element:	Count:	Percent:	
1	A. <2YR/LV/1YR	255	40.997	-Mode
2	B. <2YR/STAY	145	23.312	
3	C. 2YR</STAY	97	15.595	
4	D. 2YR</LV/1YR	125	20.096	

Chart #47 shows that over 87 percent of the entire population identified as non Signal readers have been assigned to Fort Gordon less than two years.

#### CHART #47

X<sub>2</sub>: B. NO - COMM MEMB ID

Bar:	Element:	Count:	Percent:	
1	A. <2YR/LV/1YR	86	77.477	-Mode
2	B. <2YR/STAY	13	11.712	
3	C. 2YR</STAY	7	6.306	
4	D. 2YR</LV/1YR	5	4.505	

Chart #48 reveals that the chi square value is 49.94, with 12 degrees of freedom and has established a probability level of .0001. Since 49.94 is greater than 32.909, (Wimmer and Dominick 1987:456), the frequency difference is significant, and the hypothesis is accepted: that residence is a significant determinant of readership habits.

### CHART #48

Coded Chi-Square X<sub>1</sub>: OFTEN READ Y<sub>1</sub>: COMM MEMB ID

#### Summary Statistics

DF:	12
Total Chi-Square:	49.94 p=.0001
G Statistic:	.
Contingency Coefficient:	.271
Cramer's V:	.162

Chart #49 Shows the r (squared) value revealing a figure of .049 or 5 percent of explained variance. A significant Correlation (-.222) shows a corresponding decrease in reading among those who identify themselves least attached to the community.

### CHART #49

Corr. Coeff. X<sub>1</sub>: OFTEN READ Y<sub>1</sub>: COMM MEMB ID

Count:	Covariance:	Correlation:	R-squared:
631	-.266	-.222	.049

Note: 127 cases deleted with missing values.

Chart #50 shows a relatively proportionate distribution among Signal readers with the greatest number of respondents, almost 38 percent lower enlisted soldiers, from E-1 to E-4 descending gradually to the rank categories progressively least abundant in the sample.

### CHART #50

#### X<sub>1</sub>: A. YES - PAY GRADE

Bar:	Element:	Count:	Percent:	
1	A. E1-E4	237	37.679	-Mode
2	B. E5-E6	185	29.412	
3	C. E7-E9	138	21.94	
4	D. WO-03/CO GR	51	8.108	
5	E. 04/ABOVE	18	2.862	

Chart #51 shows a greater proportion of lower enlisted soldiers, over 65 percent, who are among those identified as non Signal readers.

### CHART #51

#### X<sub>1</sub>: B. NO - PAY GRADE

Bar:	Element:	Count:	Percent:	
1	A. E1-E4	75	65.217	-Mode
2	B. E5-E6	19	16.522	
3	C. E7-E9	8	6.957	
4	D. WO-03/CO GR	12	10.435	
5	E. 04/ABOVE	1	.87	

Chart #52 reveals the chi square value is 42.576, with 16 degrees of freedom and has established a probability level of .0003. Since 42.476 is greater than 39.252 (.001), (Wimmer and Dominick 1987:456), the frequency difference is significant, and the hypothesis is accepted: that socioeconomic status (pay grade) is a significant determinant of readership habits.

### CHART #52

Coded Chi-Square X<sub>1</sub>: OFTEN READ Y<sub>1</sub>: PAY GRADE

#### Summary Statistics

DF:	16
Total Chi-Square:	42.576 p=.0003
G Statistic:	.
Contingency Coefficient:	.25
Cramer's V:	.129

Chart #53 shows minimum variance explained in the r (squared) value revealing a figure of .008 or near 0 percent of explained variance.

### CHART #53

Corr. Coeff. X<sub>1</sub>: OFTEN READ Y<sub>1</sub>: PAY GRADE

Count:	Covariance:	Correlation:	R-squared:
637	-.101	-.09	.008

Note: 121 cases deleted with missing values.

Chart #54 shows that almost half of the entire sample population identifying themselves as Signal readers, had some college and about one third had a 2 year degree or higher.

### CHART #54

#### X<sub>1</sub>: A. YES - EDUCATION

Bar:	Element:	Count:	Percent:	
1	A. HS/GED	160	25.118	
2	B. COL/N. DEG	272	42.7	-Mode
3	C. ASSOC/VOC	107	16.797	
4	D. BA/BS	69	10.832	
5	E. GRAD/PROF	29	4.553	

Chart #55 shows non Signal readers as almost 60 percent with High school only and half as many college educated respondents.

### Chart #55

#### X<sub>1</sub>: B. NO - EDUCATION

Bar:	Element:	Count:	Percent:	
1	A. HS/GED	66	57.895	-Mode
2	B. COL/N. DEG	26	22.807	
3	C. ASSOC/VOC	10	8.772	
4	D. BA/BS	11	9.649	
5	E. GRAD/PROF	1	.877	

Chart #56 reveals that the chi square value is 26.994, with 16 degrees of freedom and has established a probability level of .0415. Since 26.994 is greater than 26.296 (.05), (Wimmer and Dominick 1987:456), the frequency difference is significant, and the hypothesis is accepted: that education is a significant determinant of readership habits.

**Chart #56**

**Coded Chi-Square X<sub>1</sub>: OFTEN READ Y<sub>1</sub>: EDUCATION**

**Summary Statistics**

DF:	16	
Total Chi-Square:	26.994	p=.0415
G Statistic:	.	
Contingency Coefficient:	.2	
Cramer's V:	.102	

Chart #57 shows minimum variance explained in the r (squared) value revealing a figure of .002 or 0 percent of explained variance.

### CHART #57

Corr. Coeff. X<sub>1</sub>: OFTEN READ Y<sub>1</sub>: EDUCATION

Count:	Covariance:	Correlation:	R-squared:
645	-.054	-.048	.002

Note: 113 cases deleted with missing values.

It is evident that some of the traditional demographic independent variables show some signs of influence over readership habits.

But without examining the overall characteristics among the two primary groups, permanent party and transient/student soldiers, these findings may be misleading. The two groups differ significantly by age, rank, community residence, and education. Therefore it is reasonable to assume that collectively, these traditional demographic influences, will yield an extremely strong relationship upon readership habits. The convenient test is presented below which examines our two primary readership questions for each of our soldier group samples.

Chart #58 shows over 20 percent more permanent party soldiers read the Signal than transient/student soldiers.

### CHART #58

Percents of Row Totals

	A. YES	B. NO	Totals:
A. TRANSIENT	70.4%	29.6%	100%
B. PER/PARTY	93.15%	6.85%	100%
Totals:	84.68%	15.32%	100%



Chart #59 shows that permanent party read the Signal 30 percent more than transient/student soldiers in the 'all the time' category.

**CHART #59**  
**Percents of Row Totals**

	A. ALL/TIME	B. MOST/T...	C. SOME/T...	D. ONCE/W...	E. NEVER	Totals:
A. TRANSIENT	17.82%	38.61%	23.76%	17.33%	2.48%	100%
B. PER/PARTY	48.51%	30.8%	12.87%	7.82%	0%	100%
Totals:	38.78%	33.28%	16.33%	10.83%	.78%	100%

Chart #60, reveals that the chi square value is 68.326, with a degree of freedom of 4 and has established a probability level of .0001. Since 68.326 is greater than 18.467, (Wimmer and Dominick 1987:456), the frequency difference is significant, and the hypothesis is accepted or supported: that readership habits between our two soldier groups are significantly different revealing to a greater extent that permanent party soldiers who are older, higher ranking, more educated, longer residents and more attached to the community, (see Appendix B), have stronger readership ties than any one category or group among these demographic variables. Conversely, transient/student soldiers who are younger, lower ranking, less educated, shorter term residents and less attached to the community, (see Appendix B), have weaker readership ties than any one category or group among these demographic variables.

#### CHART #60

Coded Chi-Square X<sub>1</sub>: OFTEN READ Y<sub>1</sub>: GROUP

##### Summary Statistics

DF:	4
Total Chi-Square:	68.326 p=.0001
G Statistic:	.
Contingency Coefficient:	.311
Cramer's V:	.328

Chart #61 shows a correlation matrix among all traditional demographic variables; age, rank (pay grade), education, community residence membership of each soldier group (permanent party and transient/student), as each correlates with the two primary readership variables; 'read Signal', and 'how often Signal is read'.

Each demographic variable shows some relationship with the two readership variables 'read Signal' and 'how often Signal is read' but only age (-.21), and community residence membership (-.218), show correlation values that reach levels (+ or -.20) which demonstrate low to definite relationships.

'Group' (permanent party and transient/students) shows the strongest relationship (-.315) for the 'how often Signal is read' variable while the others show a less significant relationship for all the rest. 'Read Signal' variable shows less significant values except for its correlation with the 'how often Signal is read' variable (.228).

Moderate to substantial correlations are evident among and between each of the demographic variables. The highest is pay grade and education (.662) followed by pay grade and age (.598), group and community residence membership (.524), group and age (.518) while the remaining zero order correlations are insignificant. (Backstrom and Hursh-Cesar 1981:367)

The negative correlation values shown for both 'read Signal' and 'how often Signal is read' variables are due to the reverse rank order of each. 'Read Signal' is ranked highest to lowest, i.e., [(1) (yes) read Signal and (2) (no) do not read Signal]. Also, 'how often Signal is read' is ranked highest to lowest, i.e., [(1) (all the time) through (5) (never)]. All other (independent) variables are ranked from lowest value, lowest corresponding coded number to highest value, highest corresponding coded number.

# CHART #61

## Correlation Matrix for Variables: X<sub>1</sub> ... X<sub>7</sub>

	READ SI...	OFTEN R...	AGE	EDUCATI...	PAY GR...	COMM M...	GROUP
READ SIG...	1						
OFTEN RE...	.228	1					
AGE	-.091	-.21	1				
EDUCATION	-.091	-.06	.395	1			
PAY GRA...	-.011	-.099	.598	.662	1		
COMM M...	-.059	-.218	.39	.18	.306	1	
GROUP	-.139	-.315	.518	.209	.379	.524	1

Note: 158 cases deleted with missing values.

From the data presented in this study, it is overwhelmingly clear that these traditional demographic variables have independently measurable influences over readership habits. Taken collectively however, these demographic characteristics found within conveniently dichotomized groups like; permanent party soldiers and transient/student soldiers, yield significantly greater influences upon newspaper readership as seen in Chart #61 where 'group' reveals the strongest correlation value (.315) with 'how often Signal is read' readership habits variable.

Having the highest correlation value between readership and the 'group' variable, previously shown as the strongest community attachment variable, supports hypothesis (H:5):

*Community attachment is a greater determinant of reading habits than age, years of residence, rank and education.*

But, there is one additional test useful for examining the effects of these variables. Multiple regression analysis gives us our most complete analysis of ordinal/interval/ratio level variables. Multiple regression tells us the extent to which we can predict one variable by knowing the others.

Chart #62 shows multiple regression results. The dependent variable, how often is the Signal read, is viewed with the independent variables, age, education, pay grade, community member identification

and group (permanent party or student/transient). The F value is significant ( $F=14.536$  at  $p=.0001$ ) and the regression value shows a significant number (.33) with multi-variate variance explained (.109) or 11 percent.

#### CHART #62

Multiple Regression  $Y_1$ :OFTEN READ 5 X variables

DF:	R:	R-squared:	Adj. R-squared:	Std. Error:
599	.33	.109	.102	.971

#### Analysis of Variance Table

Source	DF:	Sum Squares:	Mean Square:	F-test:
REGRESSION	5	68.456	13.691	14.536
RESIDUAL	594	559.484	.942	$p = .0001$
TOTAL	599	627.94		

No Residual Statistics Computed

Note: 158 cases deleted with missing values.

Chart #63. Looking at the standardized Beta column shows significance where the p values are  $< \text{or} = .05$ . Group identification (transient or permanent party), one of the two community attachment indicators in the equation, is the only significant predictor of how often soldiers read the post newspaper  $p = .0001$ . The community attachment variable, group, clearly shows the greatest significance adding further support to hypothesis five that community attachments are of greater significance than any of the traditional demographic variables vis-a-vis readership habits.

# CHART

#63

Multiple Regression Y<sub>1</sub>:OFTEN READ 5 X variables

Beta Coefficient Table

Parameter:	Value:	Std. Err.:	Std. Value:	t-Value:	Probability:
INTERCEPT	3.314				
AGE	-.011	.006	-.095	1.788	.0743
EDUCATION	-.012	.048	-.013	.244	.8073
PAY GRADE	.08	.056	.086	1.432	.1527
COMM MEMB ID	-.062	.041	-.069	1.504	.1331
GROUP	-.575	.111	-.259	5.207	.0001

Chart #64 shows partial F scores again showing, group, with the highest significant value ( $F = 27.11$ ). This reveals the overwhelming strength of classifying permanent party separate from transients rather than using traditional demographic variables as predictors for newspaper readership habits.

# CHART #64

Multiple Regression Y<sub>1</sub>:OFTEN READ 5 X variables

Confidence Intervals and Partial F Table

Parameter:	95% Lower:	95% Upper:	90% Lower:	90% Upper:	Partial F:
INTERCEPT					
AGE	-.024	.001	-.022	-.001	3.197
EDUCATION	-.106	.083	-.091	.067	.06
PAY GRADE	-.03	.19	-.012	.172	2.051
COMM MEMB ID	-.142	.019	-.129	.006	2.262
GROUP	-.793	-.358	-.758	-.393	27.114

To more clearly demonstrate the strength of the community attachment variables as predictors of newspaper readerships habits, a separate multiple regression is presented.

Chart # 65 shows multiple regression results. The dependent variable, how often is the Signal read, is viewed with the independent variables, community membership residence identification, group, voluntary on post activity, community organizational involvement and additional comments scores. The F value is significant ( $F=20.328$  at  $p=.0001$ ) and the regression value shows a significant number (.381) with multi-variate variance explained (.145) or 15 percent. This group of community attachment variables explains a greater amount of variance than the traditional demographic variables shown in Chart #62.

#### CHART #65

Multiple Regression  $Y_1$ :OFTEN READ 5 X variables

DF:	R:	R-squared:	Adj. R-squared:	Std. Error:
602	.381	.145	.138	.955

#### Analysis of Variance Table

Source	DF:	Sum Squares:	Mean Square:	F-test:
REGRESSION	5	92.643	18.529	20.328
RESIDUAL	597	544.157	.911	$p = .0001$
TOTAL	602	636.799		

No Residual Statistics Computed

Note: 155 cases deleted with missing values.

Chart #66 Looking at the standardized Beta column shows significance where the p values are  $< \text{or} = .05$ . Group identification is significant with a standardized Beta value of  $-.272$  at  $p = .0001$ . Voluntary on-post activity is significant with a Beta value of  $.187$  at  $p = .0001$ . Additional comments variable is also significant with a Beta value of  $.079$  at  $p = .0434$ . All three are significant predictors of how often soldiers read the post newspaper. The community attachment variable, group, clearly shows the greatest significance adding further support to the use of grouping respondents and community attachment variables as predictors of newspaper readership habits.

#### CHART #66

Multiple Regression  $Y_1$ :OFTEN READ 5 X variables

Beta Coefficient Table

Parameter:	Value:	Std. Err.:	Std. Value:	t-Value:	Probability:
INTERCEPT	2.013				
COMM MEMB ID	-.05	.039	-.057	1.293	.1964
GROUP	-.605	.097	-.272	6.247	.0001
VOL/ACTIV/ON...	.156	.033	.187	4.747	.0001
ORG/INVOLV	-.008	.047	-.007	.177	.8592
ADD/COMMENTS	.127	.063	.079	2.024	.0434

CHART #67 shows partial F scores again showing, group, with the highest significant value ( $F = 39.024$ ). This reveals the overwhelming strength of classifying permanent party separate from transients. Also revealing a significant value is voluntary on post activity ( $F = 22.53$ ). The remainder show lesser scores.



# CHART #67

Multiple Regression Y<sub>1</sub>:OFTEN READ 5 X variables

Confidence Intervals and Partial F Table

Parameter:	95% Lower:	95% Upper:	90% Lower:	90% Upper:	Partial F:
INTERCEPT					
COMM MEMB ID	-.127	.026	-.114	.014	1.672
GROUP	-.795	-.415	-.765	-.445	39.024
VOL/ACTIV/ON...	.091	.221	.102	.21	22.532
ORG/INVOLV	-.101	.084	-.086	.069	.031
ADD/COMMENTS	.004	.25	.024	.23	4.096

## V. CONCLUSIONS

Four of the five hypotheses are supported. Community attachment plays a significant role in newspaper readership habits within the military community.

The first hypothesis is supported:

*the community ties to place, structure and process will reveal the more stable and attached military community member who is interested in maintaining regular readership of the post newspaper.* This establishes the theoretical framework of community attachments and ties. It means that those tied to place, structure and process in their community are regular readers of the newspaper.

The permanent party soldier is the attached community member who demonstrates greater readership of the post newspaper than the transient/student soldier. The permanent party soldier perceives long-term assignment and thus has an attachment to the community before regular readership develops as implied in the second supported hypothesis:

*Those who have more ties to the community are more likely to read the post newspaper regularly.*

The data show that attached community members may, by their nature (older, more educated, higher socioeconomic status, and longer community resident), be inclined toward establishing regular readership as a means of developing attachments. Stamm's 1985 book describes the process of settling into a community and the four stages of the attachment process, i.e., drifter, settler, settled and relocator. This means that our permanent party soldier looks for those attachments to the community and the community newspaper is viewed as a means to that attachment.

Newspaper reading is one of the methods used to maintain community awareness- a condition that presumes some previously established desire for community attachments.

The data show permanent party are reading the community newspaper like attached community members whereas transient/student soldiers are reading less here but read newspapers of distant communities.

This idea is tested and supported in the third hypothesis:

*Military community members frequently read a newspaper that serves a community to which they have some attachment regardless of current residence.*

The majority of transient/student soldiers maintain regular readership with distant hometown weekly newspapers but are not regular readers of the local daily newspapers. This is a clear indication of undeveloped attachment to the community of current residence.

A majority of permanent party soldiers identify the local daily, The Augusta Chronicle, as their hometown paper dropping any attachments to their hometown newspapers in favor of the residence within which they feel more attached.

The Fourth hypothesis;

*The more attached community members are to their community, the more recommendations for newspaper improvements in format and content they will make, does not have support from the data.*

With no significant relationship established, it must be acknowledged that theoretically attached soldiers (permanent party) are no more likely to make recommendations for newspaper improvements than theoretically unattached soldiers (transient students) given the measures established for this hypothesis in this study.

The data show no significant differences between permanent party and transient students in the scoring of recommendations regarding newspaper coverage, content or format. Permanent party and transient

soldiers only make similar 'limited' recommendations.

The final supported hypothesis:

*Community attachment is a greater determinant of reading habits than age, years of residence, rank and education,* reveals the relative influence each of the traditional demographic variables have upon readership. Also, it demonstrates the utility of examining two distinctly different groups within the same population demographically and in terms of their readership habits. Community attachment variables are good predictors for newspaper readership habits and are collectively better predictors than traditional demographic variables.

## VI. IMPLICATIONS

The implications of these results are many. Using a dichotomous variable like, group, (permanent party and transient/student), we can view other groups within the military population to be examined independently adding precision to readership surveys.

For example, if all military groups are assumed to be the same, much of the reported diversity in readership habits and other media consumption tendencies would be left undetected. The radio and TV audience questions contained in this survey questionnaire reveal marked differences in media usage between the two military groups (see Appendix C). Unfortunately, broadcast media trends are not the focus of this study but will be addressed in a subsequent study.

But, how can the community attachments model assist in this effort? First we can identify our target audiences with some degree of accuracy and standardized classification among and between Army installations. If we use Stamm's model, we can easily classify our target populations as drifting, settling, settled, and relocating. Once classified, we can begin to gear newspaper coverage to assist each as they require different services and newspaper support through each dynamic stage of community attachment.

We've seen that ties to place, structure and process can be helpful in viewing the military community member interested in maintaining regular readership of the post newspaper.

Why is this important to military newspaper managers? Knowing which groups among target audiences are regular readers of the post newspaper can assist in determining newspaper coverage of certain events frequented by those groups. By the process of elimination, it also assists in identifying target audiences that do not regularly read our newspapers (e.g., newly arrived transient students at a training

installation).

We now understand that these younger, less attached to the local community, individuals are not opposed to reading newspapers but read that newspaper (hometown newspaper) which serves the community they feel the greatest attachment to. This is a great departure from commonly held views that kids 'just don't read anymore'. Not true, according to the data presented here.

They read their hometown newspapers when available and do read the post newspaper where assigned although less frequently than permanent party soldiers but just as thoroughly when read.

What we've discovered in this study is that if we can find the correct stimuli to create the feeling of attachment in the training community environment, we can likely expand reading habits among student/transients. The reason for desiring such readership expansion, of course, is to get command information out to our most valuable and vulnerable military member. To adequately bring the new soldiers into the mainstream of the Army community with the most positive results, we must use our most effective communications tool, i.e., the post newspaper.

The obvious question is, how can we get them to feel more attached and read more of the post newspaper? Data from focus groups conducted for this study indicate more unit (training company) coverage can stimulate the interests of these soldiers. The reading habits, once established over time, can result in getting them more tied to the local military Army community. For example, transient/student potential readers can be targeted with spot reports from hometowns across the country as well as local reports on their unit's activities and their contributions to those unit activities. This study has interesting implications for the military Hometown News Release Program.

There is also strong support for further developing regimental

affiliations among soldiers within the same occupations or job functions. For example, signal trained soldiers might be inclined toward reading The signal at least while assigned at Fort Gordon, if that newspaper focused upon Signal Regiment news and information as well as the local community.

Another implication of this study is that some populations like post civilian employees, military retirees and family members at military posts, once measured for community attachments, may reveal entirely different attachment levels and readership habits among them.

Overall, this research study demonstrates the great usefulness of the community attachments theory in the study of military newspaper readership. It has been clear throughout the study that permanent party military soldiers have more developed newspaper readership habits than transient/student soldiers within the same community.

So, why didn't they give any significant input to coverage, content or format recommendations? The absence of extreme ratings by members of each group could very well be due to a middle of the road customer satisfaction level generated by the Signal newspaper. There is also the possibility that the coverage, content and format questions used in the survey questionnaire are inappropriate measures.

This has a great deal of significance for Army readership surveys since the coverage, content and format questions used are adapted from Army regulatory guidance on conducting readership surveys.

If those coverage, content and format questions do not generate sufficient diversity in thought among respondents, those questions may have limited use in generating usable data for newspaper managers. While those technically 'print oriented' questions ask for evaluations of newspaper layout, editorial content and general questions of coverage, the average reader merely guesses at the meaning and intent of each question.

A much more productive and meaningful group of questions should

include community attachment questions as well as specific questions aimed at target audiences desires and concerns based upon the demographics of each particular installation. For example, training installations in Training and Doctrine Command (TRADOC) would make greater attempts to obtain feedback from student/transient soldiers whereas a Forces Command (FORSCOM) installation consisting mainly of permanently assigned soldiers would concentrate on newly assigned permanent party to establish attachments and readership among them.

In terms of community attachment theory, many student/transients should be classified as drifters whereas most newly assigned permanent party should be classified as relocators.

While military populations contain elements of each type, some installations are predominantly comprised of particular groups. Therefore readership/audience questionnaires should be designed accordingly instead of the current 'one over the world' surveys which do nothing more than give editors inaccurate information from questions too technically oriented for the average reader.

Questions like; 'how do you feel about; coverage of awards, content,i.e., stimulating-makes you think, and appearance in art, illustration, photography, layout and design are absolutely meaningless for the average reader.

One need only look at the absence of any variation in responses to these questions in this study to see how useless they really are. It is much more productive to ask readers; how attached they are, what they would like to see reported in the post newspaper and how they would like it reported. It is waste of resources to spend time and effort on meaningless editor assessment questions found in the current survey contained in Army Regulation 360-81. The more complicated a survey, the less likely you'll get good response rates and accurate data. If we simplify the questions and modify them to match the nature of our targeted audiences



with some plausible theoretical framework from which to analyze the data, a much more fruitful study will yield more useful results.

More meaningful questions like; what type of coverage would you like to see for your unit, what information would you like to see reported in the newspaper regularly and how might the newspaper be of better service to you are obvious additions to readership surveys.

Also, the community attachments questions contained in this study are equally revealing for the innovative newspaper manager.

More research focusing on other distinct groups within the military population as well as examining the other forms of media like broadcast radio and cable TV may yield similarly useful results.

As others engaged in the study of mass media uses by military populations have concluded:

A more complete understanding of the uses and gratifications provided to the soldier by the mass media during his or her military career and as he or she is resocialized into the civilian community will improve our ability to properly man the force with the numbers and quality of personnel required by any given strategic situation. (Stephens 1983:629)

Community attachments and ties can be used to uncover those unique elements of populations that may be obscured by traditional demographic variables often used which result in cursory mass communications research and data analysis.

## RESEARCHERS NOTES

[1] In all of these findings it should be noted that civilian employees, reservists, retirees and military family members have been excluded intentionally from the sample. Previous studies indicated similarly strong readership and parallel listener and viewer patterns as previously sampled soldiers. Although the previous study did not meet the requirements for minimizing random error and representativeness in the sample, other segments of the total military community do read, listen and view the on-post media products. Such segments can only add to the numbers of the population served throughout the community.

[2] The personnel roster listing all assigned permanent party and transient soldiers in the 15th Signal Brigade as of 27 Feb 1991, was used to draw the sample. For permanent party, every fourth name listed within every company organizations' alphabetic roster was selected yielding a permanent party soldier sample of 864. For transients, every sixth name listed within every training company organizations' alphabetic roster was selected yielding a transient soldier sample of 886.

[3] Since a proper systematic random sample was carried out and such a statistically significant sample was drawn, these finding can be used to make generalizations about all soldiers in the actual population of Fort Gordon. Also, Fort Gordon's actual population is much like the actual population at many other large training base installations, therefore the trends reported in this study can be considered when assessing media habits among all stateside based soldiers in the Army. [Confidence levels are at 95 percent with confidence intervals of (+-) 7 % or better.]

## [5] Hypotheses In Depth

Hypothesis #1 (H:1), establishes the foundation of Community Ties Theory. The assumption is that permanently assigned soldiers will possess greater community ties than transient student soldiers training for periods lasting anywhere from a few weeks to six months or more. Stamms' 1985, book presented a model from which to view and measure community ties. Because of the high turnover rate among military personnel, being assigned to post for 12 months or more is considered sufficient to be tied to place. One year is normally the minimum time required for a permanent change of station and permanent party status. Being a resident of the community for two years indicates completion of over half of a normal tour of duty. These ties to place along with self identification as a permanent party soldier adequately sets up the measurements for community ties to place.

Ties to structure are assessed by counting the number of community activities involved in by each respondent. This goes beyond asking the point blank question, "Are you involved in the community?," by measuring the actual self-reported participation in community activities.

Measuring readership of the local commercial newspaper and probing for habits in reading national and weekly papers is designed to assess the respondents ties to the local information structures within the community.

Community ties to process are directly adapted from Stamms' model. Respondents were asked in terms of their community involvement to report their daily, weekly, monthly, etc., activity rates for each measure.

To provide more strength to the ties to process measure, respondents were asked to make additional comments about improving anything and those results were quantified. Those making additional comments were presumed more tied to process.

Hypothesis #2 (H:2), is perhaps the most critical to the study. Those who are determined tied to place, structure and process will be the most

regular newspaper readers. The measures assessing regular readership will be observed between the two soldier groups.

Hypothesis #3 (H:3), uses one question to assess the most frequently read type of paper. This open-ended question asked for hometown newspaper which by itself caused the local commercial daily, to be considered a hometown paper for many.

Hypothesis #4 (H:4), The attached community member identified by previously stated measures, were observed vis-a-vis various newspaper coverage, content, and format assessments. Previous data collected using similar questions revealed limited deviation from middle of the road ratings. Those most attached would be observed for greater variety in response to these questions.

Hypothesis #5 (H:5), uses traditional demographic and socioeconomic measures to detect influences upon readership habits by measuring the two primary questions pertaining to readership habits.

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## **TAB A**

### **APPENDIX A**

**APPENDIX A is presented as a quick reference guide to the Frequency Distribution for all questions included in the questionnaire. It contains the responses to all 70 original survey questions and the post survey category "GROUP" created to view permanent party respondents separately from student/transients.**



**X<sub>1</sub>: READ SIGNAL**

Bar:	Element:	Count:	Percent:	-Mode
1	A. YES	640	84.656	
2	B. NO	116	15.344	

1

**X<sub>2</sub>: OFTEN READ**

Bar:	Element:	Count:	Percent:	-Mode
1	A. ALL/TIME	249	38.367	
2	B. MOST/TIME	217	33.436	
3	C. SOME/TIME	104	16.025	
4	D. ONCE/WHILE	74	11.402	
5	E. NEVER	5	.77	

2

**X<sub>3</sub>: ISSUES READ/MO.**

Bar:	Element:	Count:	Percent:	-Mode
1	A. FOUR	205	31.783	
2	B. THREE	143	22.171	
3	C. TWO	164	25.426	
4	D. ONE	92	14.264	
5	E. NONE	41	6.357	

3

**X<sub>4</sub>: WHEN READ**

Bar:	Element:	Count:	Percent:	-Mode
1	A. SAME DAY	213	33.126	
2	B. UP/TWO	241	37.481	
3	C. THREE/MORE	74	11.509	
4	D. VARIES	115	17.885	

4

**X5: HOW MUCH READ**

Bar:	Element:	Count:	Percent:
1	A. ALL PAGES	171	26.512
2	B. 3/4 PAGES	190	29.457
3	C. HALF	170	26.357
4	D. QUARTER	90	13.953
5	E. NONE/ALMOST	24	3.721

-Mode

5

**X6: OBTAIN SIGNAL**

Bar:	Element:	Count:	Percent:
1	A. STAND NEARBY	101	15.906
2	B. PX/COMM/AREA	89	14.016
3	C. DISTRO/UNIT	287	45.197
4	D. HOME/WORK	136	21.417
5	E. OTHER	22	3.465

-Mode

6

**X7: INFO/ARMY**

Bar:	Element:	Count:	Percent:
1	A. V. RELIABLE	132	20.465
2	B. RELIABLE	332	51.473
3	C. UNDECIDED	149	23.101
4	D. UNRELIABLE	25	3.876
5	E. V. UNRELIABLE	7	1.085

-Mode

7

**X8: INFO/FT GORDON**

Bar:	Element:	Count:	Percent:
1	A. V. RELIABLE	244	37.713
2	B. RELIABLE	289	44.668
3	C. UNDECIDED	96	14.838
4	D. UNRELIABLE	15	2.318
5	E. UNRELIABLE	3	.464

-Mode

8

**X<sub>9</sub>: AWARDS/CERM**

Bar:	Element:	Count:	Percent:
1	A. TOO MUCH	24	3.756
2	B. ENOUGH	110	17.214
3	C. ABOUT RIGHT	433	67.762
4	D. NOT ENOUGH	63	9.859
5	E. TOO LITTLE	9	1.408

-Mode

9

**X<sub>10</sub>: CURR/AFFAIRS**

Bar:	Element:	Count:	Percent:
1	A. TOO MUCH	25	3.906
2	B. ENOUGH	88	13.75
3	C. ABOUT RIGHT	369	57.656
4	D. NOT ENOUGH	141	22.031
5	E. TOO LITTLE	17	2.656

-Mode

10

**X<sub>11</sub>: EDIT/COMM/D-A-B**

Bar:	Element:	Count:	Percent:
1	A. TOO MUCH	16	2.504
2	B. ENOUGH	90	14.085
3	C. ABOUT RIGHT	398	62.285
4	D. NOT ENOUGH	117	18.31
5	E. TOO LITTLE	18	2.817

-Mode

11

**X<sub>12</sub>: FAM PROG**

Bar:	Element:	Count:	Percent:
1	A. TOO MUCH	15	2.344
2	B. ENOUGH	80	12.5
3	C. ABOUT RIGHT	391	61.094
4	D. NOT ENOUGH	143	22.344
5	E. TOO MUCH	11	1.719

-Mode

12

**X13: FEATURES**

Bar:	Element:	Count:	Percent:
1	A. TOO MUCH	31	4.836
2	B. ENOUGH	94	14.665
3	C. ABOUT RIGHT	409	63.807
4	D. NOT ENOUGH	97	15.133
5	E. TOO LITTLE	10	1.56

-Mode

13

**X14: INSTAL/EVENT**

Bar:	Element:	Count:	Percent:
1	A. TOO MUCH	18	2.812
2	B. ENOUGH	78	12.188
3	C. ABOUT RIGHT	410	64.062
4	D. NOT ENOUGH	117	18.281
5	E. TOO LITTLE	17	2.656

-Mode

14

**X15: MIL NEWS**

Bar:	Element:	Count:	Percent:
1	A. TOO MUCH	17	2.656
2	B. ENOUGH	78	12.188
3	C. ABOUT RIGHT	361	56.406
4	D. NOT ENOUGH	158	24.688
5	E. TOO LITTLE	26	4.062

-Mode

15

**X16: SPORTS**

Bar:	Element:	Count:	Percent:
1	A. TOO MUCH	35	5.477
2	B. ENOUGH	100	15.649
3	C. ABOUT RIGHT	369	57.746
4	D. NOT ENOUGH	103	16.119
5	E. TOO LITTLE	32	5.008

-Mode

16

**X17: CONTROVERSIAL**

Bar:	Element:	Count:	Percent:	
1	A. TOO MUCH	10	1.56	
2	B. ENOUGH	61	9.516	
3	C. ABOUT RIGHT	324	50.546	-Mode
4	D. NOT ENOUGH	204	31.825	
5	E. TOO LITTLE	42	6.552	

17

**X18: TRAVEL**

Bar:	Element:	Count:	Percent:	
1	A. TOO MUCH	16	2.492	
2	B. ENOUGH	63	9.813	
3	C. ABOUT RIGHT	285	44.393	-Mode
4	D. NOT ENOUGH	227	35.358	
5	E. TOO LITTLE	51	7.944	

18

**X19: EASY/READ**

Bar:	Element:	Count:	Percent:	
1	A. STR/AGREE	172	26.791	
2	B. AGREE	398	61.994	-Mode
3	C. NEITHER	63	9.813	
4	D. DISAGREE	7	1.09	
5	E. STR/DISAGREE	2	.312	

19

**X20: UNDERST/EASY**

Bar:	Element:	Count:	Percent:	
1	A. STR/AGREE	153	23.869	
2	B. AGREE	410	63.963	-Mode
3	C. NEITHER	69	10.764	
4	D. DISAGREE	7	1.092	
5	E. STR/DISAGREE	2	.312	

20

**X21: FAIR/ACCUR**

Bar:	Element:	Count:	Percent:	
1	A. STR/AGREE	71	11.076	
2	B. AGREE	354	55.226	-Mode
3	C. NEITHER	188	29.329	
4	D. DISAGREE	20	3.12	
5	E. STR/DISAGREE	8	1.248	

21

**X22: INTERESTING**

Bar:	Element:	Count:	Percent:	
1	A. STR/AGREE	51	7.919	
2	B. AGREE	327	50.776	-Mode
3	C. NEITHER	209	32.453	
4	D. DISAGREE	44	6.832	
5	E. STR/DISAGREE	13	2.019	

22

**X23: USE/INFO**

Bar:	Element:	Count:	Percent:	
1	A. STR/AGREE	70	10.87	
2	B. AGREE	362	56.211	-Mode
3	C. NEITHER	175	27.174	
4	D. DISAGREE	28	4.348	
5	E. STR/DISAGREE	9	1.398	

23

**X24: NEW IDEAS**

Bar:	Element:	Count:	Percent:	
1	A. STR/AGREE	38	5.919	
2	B. AGREE	220	34.268	
3	C. NEITHER	248	38.629	-Mode
4	D. DISAGREE	113	17.601	
5	E. STR/DISAGREE	23	3.583	

24

**X25: STIMUL**

Bar:	Element:	Count:	Percent:
1	A. STR/AGREE	34	5.271
2	B. AGREE	210	32.558
3	C. NEITHER	248	38.45
4	D. DISAGREE	117	18.14
5	E. STR/DISAGREE	36	5.581

-Mode

25

**X26: TIMELY**

Bar:	Element:	Count:	Percent:
1	A. STR/AGREE	62	9.642
2	B. AGREE	316	49.145
3	C. NEITHER	204	31.726
4	D. DISAGREE	55	8.554
5	E. STR/DISAGREE	6	.933

-Mode

26

**X27: WELL WRITTEN**

Bar:	Element:	Count:	Percent:
1	A. STR/AGREE	65	10.125
2	B. AGREE	350	54.517
3	C. NEITHER	192	29.907
4	D. DISAGREE	26	4.05
5	E. STR/DISAGREE	9	1.402

-Mode

27

**X28: ART/ILLUST**

Bar:	Element:	Count:	Percent:
1	A. V. GOOD	73	11.406
2	B. GOOD	323	50.469
3	C. FAIR	213	33.281
4	D. POOR	22	3.438
5	E. V. POOR	9	1.406

-Mode

28

**X29: CHART/GRAPH**

Bar:	Element:	Count:	Percent:	
1	A. V. GOOD	56	8.777	-Mode
2	B. GOOD	292	45.768	
3	C. FAIR	245	38.401	
4	D. POOR	39	6.113	
5	E. V. POOR	6	.94	

29

**X30: LAYOUT**

Bar:	Element:	Count:	Percent:	
1	A. V. GOOD	67	10.388	-Mode
2	B. GOOD	329	51.008	
3	C. FAIR	214	33.178	
4	D. POOR	29	4.496	
5	E. V. POOR	6	.93	

30

**X31: PHOTOS**

Bar:	Element:	Count:	Percent:	
1	A. V. GOOD	89	13.82	-Mode
2	B. GOOD	312	48.447	
3	C. FAIR	195	30.28	
4	D. POOR	42	6.522	
5	E. V. POOR	6	.932	

31

**X32: PRINT/QUAL**

Bar:	Element:	Count:	Percent:	
1	A. V. GOOD	93	14.441	-Mode
2	B. GOOD	354	54.969	
3	C. FAIR	175	27.174	
4	D. POOR	18	2.795	
5	E. V. POOR	4	.621	

32



**X33: READABILITY**

Bar:	Element:	Count:	Percent:	-Mode
1	A. V. GOOD	98	15.265	
2	B. GOOD	370	57.632	
3	C. FAIR	154	23.988	
4	D. POOR	13	2.025	
5	E. V. POOR	7	1.09	

33

**X34: COLOR/USE**

Bar:	Element:	Count:	Percent:	-Mode
1	A. V. GOOD	62	9.627	
2	B. GOOD	199	30.901	
3	C. FAIR	204	31.677	
4	D. POOR	126	19.565	
5	E. V. POOR	53	8.23	

34

**X35: OVERALL APPEAR**

Bar:	Element:	Count:	Percent:	-Mode
1	A. V. GOOD	89	13.885	
2	B. GOOD	329	51.326	
3	C. FAIR	196	30.577	
4	D. POOR	18	2.808	
5	E. V. POOR	9	1.404	

35

**X36: WANT ADS**

Bar:	Element:	Count:	Percent:	-Mode
1	A. V. USEFUL	108	16.849	
2	B. USEFUL	227	35.413	
3	C. NEUTRAL	224	34.945	
4	D. USELESS	56	8.736	
5	E. V. USELESS	26	4.056	

36

**X37: SIGNAL RATING**

Bar:	Element:	Count:	Percent:	-Mode
1	A. V. GOOD	99	15.397	
2	B. GOOD	350	54.432	
3	C. FAIR	164	25.505	
4	D. POOR	22	3.421	
5	E. V. POOR	8	1.244	

37

**X38: LISTEN FM**

Bar:	Element:	Count:	Percent:	-Mode
1	A. YES	579	79.098	
2	B. NO	153	20.902	

38

**X39: LISTEN WFGG**

Bar:	Element:	Count:	Percent:	-Mode
1	A. ALL/TIME	15	2.404	
2	B. OFTEN	46	7.372	
3	C. SOMETIMES	120	19.231	
4	D. SELDOM	182	29.167	
5	E. NEVER	261	41.827	

39

**X40: IF N/S WHY**

Bar:	Element:	Count:	Percent:	-Mode
1	A. MUS/SEL LIM	44	8.73	
2	B. POOR RECEPTION	47	9.325	
3	C. PREF/LOCALS	244	48.413	
4	D. DIDNT KNOWWF...	113	22.421	
5	E. OTHER	56	11.111	

40

**X41: WFGG OFTEN**

Bar:	Element:	Count:	Percent:
1	A. 5 DAY/MORE	19	5.337
2	B. 4 DAY/WK	25	7.022
3	C. 3 DAY/WK	56	15.73
4	D. 2 DAY/WK	52	14.607
5	E. 1 DAY/LESS	204	57.303

-Mode 41

**X42: HRS LISTEN WFGG**

Bar:	Element:	Count:	Percent:
1	A. 5 HR/MORE	10	2.924
2	B. 4 HR/DAY	25	7.31
3	C. 3 HR/DAY	33	9.649
4	D. 2 HR/DAY	36	10.526
5	E. 1 DAY/LESS	238	69.591

-Mode 42

**X43: INFO/WFGG/ARMY**

Bar:	Element:	Count:	Percent:
1	A. V. GOOD	23	7.034
2	B. GOOD	96	29.358
3	C. FAIR	157	48.012
4	D. POOR	25	7.645
5	E. V. POOR	26	7.951

-Mode 43

**X44: INFO/FT G/WFGG**

Bar:	Element:	Count:	Percent:
1	A. V. GOOD	28	8.615
2	B. GOOD	114	35.077
3	C. FAIR	138	42.462
4	D. POOR	18	5.538
5	E. V. POOR	27	8.308

-Mode 44

**X45: WFGG RATING**

Bar:	Element:	Count:	Percent:	
1	A. V. GOOD	21	6.481	
2	B. GOOD	113	34.877	
3	C. FAIR	145	44.753	-Mode
4	D. POOR	27	8.333	
5	E. V. POOR	18	5.556	

45

**X46: WHERE LISTEN**

Bar:	Element:	Count:	Percent:	
1	A. HOME	61	19.489	
2	B. CAR	112	35.783	
3	C. WORK	140	44.728	-Mode

46

**X47: LISTEN MOST**

Bar:	Element:	Count:	Percent:	
1	A. MORNING	99	32.039	-Mode
2	B. MIDDAY	78	25.243	
3	C. OLDIES	52	16.828	
4	D. EVENINGS	58	18.77	
5	E. WEEKENDS	22	7.12	

47

**X48: MUSIC/PREF**

Bar:	Element:	Count:	Percent:	
1	A. ADULT/CONTEMP	101	18.004	
2	B. TOP 40	252	44.92	-Mode
3	C. EASY LISTEN	68	12.121	
4	D. OLDIES	80	14.26	
5	E. COUNTRY	60	10.695	

48

**X49: SEX**

Bar:	Element:	Count:	Percent:
1	A. FEMALE	161	21.524
2	B. MALE	587	78.476

-Mode

49

**X50: AGE**

Bar:	From: ( $\geq$ )	To: ( $<$ )	Count:	Percent:
1	16	26.4	331	45.157
2	26.4	36.8	240	32.742
3	36.8	47.2	151	20.6
4	47.2	57.6	8	1.091
5	57.6	68	3	.409

-Mode

50

**X51: EDUCATION**

Bar:	Element:	Count:	Percent:
1	A. HS/GED	227	30.146
2	B. COLN. DEG	299	39.708
3	C. ASSOC/VOC	117	15.538
4	D. BA/BS	80	10.624
5	E. GRAD/PROF	30	3.984

-Mode

51

**X52: DUTY STATUS**

Bar:	Element:	Count:	Percent:
1	A. AIT	197	26.514
2	B. BNOC/ANOC	20	2.692
3	C. SOBC/SOAC	38	5.114
4	D. TDY/VIS/OTH	23	3.096
5	E. PERM PARTY	465	62.584

-Mode

52

**X53: PAY GRADE**

Bar:	Element:	Count:	Percent:	-Mode
1	A. E1-E4	312	41.879	
2	B. E5-E6	205	27.517	
3	C. E7-E9	146	19.597	
4	D. WO-03/CO GR	63	8.456	
5	E. 04/ABOVE	19	2.55	

53

**X54: RESIDENCE**

Bar:	Element:	Count:	Percent:	-Mode
1	A. ON POST	373	50.202	
2	B. OFF POST	370	49.798	

54

**X55: WHEN/WFG-TV**

Bar:	Element:	Count:	Percent:	-Mode
1	A. MORNINGS	78	10.612	
2	B. AFTERNOONS	82	11.156	
3	C. EVENINGS	73	9.932	
4	D. OFF POST CABLE	104	14.15	
5	E. NEVER	398	54.15	

55

**X56: WFG-TV COVERAGE**

Bar:	Element:	Count:	Percent:	-Mode
1	A. TOO MUCH	21	3.797	
2	B. ENOUGH	61	11.031	
3	C. ABOUT RIGHT	343	62.025	
4	D. NOT ENOUGH	73	13.201	
5	E. TOO LITTLE	55	9.946	

56

**X57: ASSIGN/FT GORDON**

Bar:	Element:	Count:	Percent:	-Mode
1	A. LESS/6MO	212	28.533	
2	B. 6-11MO	173	23.284	
3	C. 12-23MO	162	21.803	
4	D. 24-35MO	95	12.786	
5	E. THREE YRS/MORE	101	13.594	

57

**X58: COMM MEMB ID**

Bar:	Element:	Count:	Percent:	-Mode
1	A. <2YR/LV/IYR	341	46.458	
2	B. <2YR/STAY	159	21.662	
3	C. 2YR</STAY	104	14.169	
4	D. 2YR</LV/1YR	130	17.711	

58

**X59: KEEPING UP**

Bar:	Element:	Count:	Percent:	-Mode
1	A. DAILY	141	19.184	
2	B. WEEKLY	282	38.367	
3	C. MONTHLY	132	17.959	
4	D. ANNUALLY	34	4.626	
5	E. NEVER	146	19.864	

59

**X60: IDEAS/IMPROV**

Bar:	Element:	Count:	Percent:	-Mode
1	A. DAILY	55	7.586	
2	B. WEEKLY	99	13.655	
3	C. MONTHLY	162	22.345	
4	D. ANNUALLY	84	11.586	
5	E. NEVER	325	44.828	

60

**X61: SAME CONCERNS**

Bar:	Element:	Count:	Percent:
1	A. DAILY	138	18.956
2	B. WEEKLY	144	19.78
3	C. MONTHLY	165	22.665
4	D. ANNUALLY	64	8.791
5	E. NEVER	217	29.808

-Mode

61

**X62: GETTING TOGETHER**

Bar:	Element:	Count:	Percent:
1	A. DAILY	105	14.483
2	B. WEEKLY	143	19.724
3	C. MONTHLY	155	21.379
4	D. ANNUALLY	71	9.793
5	E. NEVER	251	34.621

-Mode

62

**X63: WORK/CHANGES**

Bar:	Element:	Count:	Percent:
1	A. DAILY	48	6.621
2	B. WEEKLY	89	12.276
3	C. MONTHLY	129	17.793
4	D. ANNUALLY	115	15.862
5	E. NEVER	344	47.448

-Mode

63

**X64: VOL/ACTIV/ON POST**

Bar:	Element:	Count:	Percent:
1	A. 4/MORE	41	5.601
2	B. THREE	89	12.158
3	C. TWO	154	21.038
4	D. ONE	166	22.678
5	E. NONE	282	38.525

-Mode

64



**X65: TYPE/PAPER/READ**

Bar:	Element:	Count:	Percent:	-Mode
1	A. LOC/DAILY	282	38.315	
2	B. NATIONAL	77	10.462	
3	C. BOTH A/B	163	22.147	
4	D. WEEKLY ONLY	136	18.478	
5	E. NONE	78	10.598	

65

**X66: SUBSCR/LOC/DAILY**

Bar:	Element:	Count:	Percent:	-Mode
1	A. SUBSCRIBE	187	25.652	
2	B. REG/BUY/STAND	150	20.576	
3	C. OCCAS/BUY	207	28.395	
4	D. OBT/WORK	82	11.248	
5	E. NEVER BUY	103	14.129	

66

**X67: HOMETN/PAPER**

Bar:	Element:	Count:	Percent:	-Mode
1	A. AUG/CRON/HER...	272	36.122	
2	B. OTH/LOCAL	15	1.992	
3	C. OTH/DISTANT	200	26.56	
4	D. NONE	266	35.325	

67

**X68: ORG/INVOLV**

Bar:	Element:	Count:	Percent:	-Mode
1	A. FOUR	8	1.068	
2	B. THREE	28	3.738	
3	C. TWO	40	5.34	
4	D. ONE	112	14.953	
5	E. NONE	561	74.9	

68

**X69: IMP/EVENT/COMM**

Bar:	Element:	Count:	Percent:
1	A. DS/TROOP/RET...	134	17.843
2	B. VICT/CELEBRAT...	37	4.927
3	C. UNIT EVENT	15	1.997
4	D. OTHER EVENT	92	12.25
5	E. NONE	473	62.983

-Mode 69

**X70: ADD/COMMENTS**

Bar:	Element:	Count:	Percent:
1	A. FOUR	4	.533
2	B. THREE	5	.666
3	C. TWO	26	3.462
4	D. ONE	104	13.848
5	E. NONE	612	81.491

-Mode 7.0

**X71: GROUP**

Bar:	Element:	Count:	Percent:
1	A. TRANSIENT	278	37.265
2	B. PER/PARTY	468	62.735

-Mode 71

## **TAB B**

### **APPENDIX B**

APPENDIX B is presented as a quick reference guide to all original 70 questions formed into Contingency Tables by permanent party and student/transients. It is designed to show percentages of responses to all questions from each soldier group. Isolated from each other, the separate soldier group categories can be observed clearly indicating marked differences in responses throughout the survey questionnaire.

**Coded Chi-Square X<sub>1</sub>: READ SIGNAL Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	1	
Total Chi-Square:	69.36	p=.0001
G Statistic:	67.41	
Contingency Coefficient:	.292	
Phi:	.305	
Chi-Square with continuity correction:	67.618	p=.0001

1

**Observed Frequency Table**

	A. YES	B. NO	Totals:
A. TRANSIENT	195	82	277
B. PER/PARTY	435	32	467
Totals:	630	114	744

2

**Percents of Row Totals**

	A. YES	B. NO	Totals:
A. TRANSIENT	70.4%	29.6%	100%
B. PER/PARTY	93.15%	6.85%	100%
Totals:	84.68%	15.32%	100%

3

**Coded Chi-Square X<sub>2</sub>: OFTEN READ Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	68.326 p=.0001
G Statistic:	.
Contingency Coefficient:	.311
Cramer's V:	.328

4

**Observed Frequency Table**

	A. ALL/TIME	B. MOST/T...	C. SOME/T...	D. ONCE/W...	E. NEVER	Totals:
A. TRANSIENT	36	78	48	35	5	202
B. PER/PARTY	211	134	56	34	0	435
Totals:	247	212	104	69	5	637

5

**Percents of Row Totals**

	A. ALL/TIME	B. MOST/T...	C. SOME/T...	D. ONCE/W...	E. NEVER	Totals:
A. TRANSIENT	17.82%	38.61%	23.76%	17.33%	2.48%	100%
B. PER/PARTY	48.51%	30.8%	12.87%	7.82%	0%	100%
Totals:	38.78%	33.28%	16.33%	10.83%	.78%	100%

6

**Coded Chi-Square X<sub>3</sub>: ISSUES READ/MO. Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	52.98 p=.0001
G Statistic:	57.099
Contingency Coefficient:	.278
Cramer's V:	.289

7

**Observed Frequency Table**

	A. FOUR	B. THREE	C. TWO	D. ONE	E. NONE	Totals:
A. TRANSIENT	27	46	68	43	16	200
B. PER/PARTY	177	94	92	47	24	434
Totals:	204	140	160	90	40	634

8

**Percents of Row Totals**

	A. FOUR	B. THREE	C. TWO	D. ONE	E. NONE	Totals:
A. TRANSIENT	13.5%	23%	34%	21.5%	8%	100%
B. PER/PARTY	40.78%	21.66%	21.2%	10.83%	5.53%	100%
Totals:	32.18%	22.08%	25.24%	14.2%	6.31%	100%

9

**Coded Chi-Square X<sub>4</sub>: WHEN READ Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	3
Total Chi-Square:	42.992 p=.0001
G Statistic:	44.983
Contingency Coefficient:	.253
Cramer's V:	.261

10

**Observed Frequency Table**

	A. SAME D...	B. UP/TWO	C. THREE/...	D. VARIES	Totals:
A. TRANSIENT	33	83	27	55	198
B. PER/PARTY	177	154	45	57	433
Totals:	210	237	72	112	631

11

**Percents of Row Totals**

	A. SAME D...	B. UP/TWO	C. THREE/...	D. VARIES	Totals:
A. TRANSIENT	16.67%	41.92%	13.64%	27.78%	100%
B. PER/PARTY	40.88%	35.57%	10.39%	13.16%	100%
Totals:	33.28%	37.56%	11.41%	17.75%	100%

12

**Coded Chi-Square X<sub>5</sub>: HOW MUCH READ Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4	
Total Chi-Square:	6.003	p=.1989
G Statistic:	6.124	
Contingency Coefficient:	.097	
Cramer's V:	.097	

13

**Observed Frequency Table**

	A. ALL PA...	B. 3/4 PA...	C. HALF	D. QUARTER	E. NONE/A...	Totals:
A. TRANSIENT	42	60	59	30	9	200
B. PER/PARTY	129	124	110	58	13	434
Totals:	171	184	169	88	22	634

14

**Percents of Row Totals**

	A. ALL PA...	B. 3/4 PA...	C. HALF	D. QUARTER	E. NONE/A...	Totals:
A. TRANSIENT	21%	30%	29.5%	15%	4.5%	100%
B. PER/PARTY	29.72%	28.57%	25.35%	13.36%	3%	100%
Totals:	26.97%	29.02%	26.66%	13.88%	3.47%	100%

15



**Coded Chi-Square  $X^2$ : OBTAIN SIGNAL     $Y_1$ : GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	32.687 $p = .0001$
G Statistic:	36.963
Contingency Coefficient:	.223
Cramer's V:	.229

16

**Observed Frequency Table**

	A. STAND ...	B. PX/COM...	C. DISTRO...	D. HOME/...	E. OTHER	Totals:
A. TRANSIENT	42	30	103	16	7	198
B. PER/PARTY	57	56	180	118	14	425
Totals:	99	86	283	134	21	623

17

**Percents of Row Totals**

	A. STAND ...	B. PX/COM...	C. DISTRO...	D. HOME/...	E. OTHER	Totals:
A. TRANSIENT	21.21%	15.15%	52.02%	8.08%	3.54%	100%
B. PER/PARTY	13.41%	13.18%	42.35%	27.76%	3.29%	100%
Totals:	15.89%	13.8%	45.43%	21.51%	3.37%	100%

18

**Coded Chi-Square X<sub>7</sub>: INFO/ARMY Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	9.695 p=.0459
G Statistic:	.
Contingency Coefficient:	.123
Cramer's V:	.124

19

**Observed Frequency Table**

	A. V. RELI...	B. RELIABLE	C. UNDECID...	D. UNRELI...	E. V. UNRE...	Totals:
A. TRANSIENT	44	92	58	6	0	200
B. PER/PARTY	87	232	89	18	7	433
Totals:	131	324	147	24	7	633

20

**Percents of Row Totals**

	A. V. RELI...	B. RELIABLE	C. UNDECID...	D. UNRELI...	E. V. UNRE...	Totals:
A. TRANSIENT	22%	46%	29%	3%	0%	100%
B. PER/PARTY	20.09%	53.58%	20.55%	4.16%	1.62%	100%
Totals:	20.7%	51.18%	23.22%	3.79%	1.11%	100%

21

Coded Chi-Square X<sub>8</sub>: INFO/FT GORDON Y<sub>1</sub>: GROUP

Summary Statistics

DF:	4
Total Chi-Square:	18.538 p=.001
G Statistic:	*
Contingency Coefficient:	.168
Cramer's V:	.171

22

Observed Frequency Table

	A. V. RELI...	B. RELIABLE	C. UNDECID...	D. UNRELI...	E. UNRELI...	Totals:
A. TRANSIENT	80	76	43	1	0	200
B. PER/PARTY	161	209	49	13	3	435
Totals:	241	285	92	14	3	635

23

Percents of Row Totals

	A. V. RELI...	B. RELIABLE	C. UNDECID...	D. UNRELI...	E. UNRELI...	Totals:
A. TRANSIENT	40%	38%	21.5%	.5%	0%	100%
B. PER/PARTY	37.01%	48.05%	11.26%	2.99%	.69%	100%
Totals:	37.95%	44.88%	14.49%	2.2%	.47%	100%

24

Coded Chi-Square Xg: AWARDS/CERM Y1: GROUP

Summary Statistics

DF:	4
Total Chi-Square:	5.477 p=.2418
G Statistic:	5.772
Contingency Coefficient:	.093
Cramer's V:	.093

25

Observed Frequency Table

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO LIT...	Totals:
A. TRANSIENT	5	33	146	13	2	199
B. PER/PARTY	18	75	282	48	6	429
Totals:	23	108	428	61	8	628

26

Percents of Row Totals

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO LIT...	Totals:
A. TRANSIENT	2.51%	16.58%	73.37%	6.53%	1.01%	100%
B. PER/PARTY	4.2%	17.48%	65.73%	11.19%	1.4%	100%
Totals:	3.66%	17.2%	68.15%	9.71%	1.27%	100%

27

**Coded Chi-Square X<sub>10</sub>: CURR/AFFAIRS Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	.767 p=.9428
G Statistic:	.788
Contingency Coefficient:	.035
Cramer's V:	.035

28

**Observed Frequency Table**

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO LIT...	Totals:
A. TRANSIENT	6	26	115	46	5	198
B. PER/PARTY	18	62	246	94	11	431
Totals:	24	88	361	140	16	629

29

**Percents of Row Totals**

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO LIT...	Totals:
A. TRANSIENT	3.03%	13.13%	58.08%	23.23%	2.53%	100%
B. PER/PARTY	4.18%	14.39%	57.08%	21.81%	2.55%	100%
Totals:	3.82%	13.99%	57.39%	22.26%	2.54%	100%

30

Coded Chi-Square X<sub>11</sub>: EDIT/COMM/D-A-B Y<sub>1</sub>: GROUP

Summary Statistics

DF:	4
Total Chi-Square:	8.708 p=.0688
G Statistic:	8.79
Contingency Coefficient:	.117
Cramer's V:	.118

31

Observed Frequency Table

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO LIT...	Totals:
A. TRANSIENT	8	33	127	26	5	199
B. PER/PARTY	8	55	264	90	13	430
Totals:	16	88	391	116	18	629

32

Percents of Row Totals

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO LIT...	Totals:
A. TRANSIENT	4.02%	16.58%	63.82%	13.07%	2.51%	100%
B. PER/PARTY	1.86%	12.79%	61.4%	20.93%	3.02%	100%
Totals:	2.54%	13.99%	62.16%	18.44%	2.86%	100%

33

**Coded Chi-Square X<sub>12</sub>: FAM PROG Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	5.468 p=.2426
G Statistic:	5.15
Contingency Coefficient:	.093
Cramer's V:	.093

34

**Observed Frequency Table**

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO MUCH	Totals:
A. TRANSIENT	8	22	120	45	2	197
B. PER/PARTY	6	57	267	94	8	432
Totals:	14	79	387	139	10	629

35

**Percents of Row Totals**

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO MUCH	Totals:
A. TRANSIENT	4.06%	11.17%	60.91%	22.84%	1.02%	100%
B. PER/PARTY	1.39%	13.19%	61.81%	21.76%	1.85%	100%
Totals:	2.23%	12.56%	61.53%	22.1%	1.59%	100%

36

**Coded Chi-Square X<sub>13</sub>: FEATURES Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	2.315 p=.678
G Statistic:	2.307
Contingency Coefficient:	.061
Cramer's V:	.061

37

**Observed Frequency Table**

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO LIT...	Totals:
A. TRANSIENT	10	27	132	25	4	198
B. PER/PARTY	20	66	272	69	5	432
Totals:	30	93	404	94	9	630

38

**Percents of Row Totals**

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO LIT...	Totals:
A. TRANSIENT	5.05%	13.64%	66.67%	12.63%	2.02%	100%
B. PER/PARTY	4.63%	15.28%	62.96%	15.97%	1.16%	100%
Totals:	4.76%	14.76%	64.13%	14.92%	1.43%	100%

39



Coded Chi-Square  $X^2_{14}$ : INSTAL/EVENT  $Y_1$ : GROUP

Summary Statistics

DF:	4
Total Chi-Square:	6.44 $p=.1686$
G Statistic:	6.15
Contingency Coefficient:	.101
Cramer's V:	.101

40

Observed Frequency Table

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO LIT...	Totals:
A. TRANSIENT	9	21	121	41	7	199
B. PER/PARTY	9	56	283	74	8	430
Totals:	18	77	404	115	15	629

41

Percents of Row Totals

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO LIT...	Totals:
A. TRANSIENT	4.52%	10.55%	60.8%	20.6%	3.52%	100%
B. PER/PARTY	2.09%	13.02%	65.81%	17.21%	1.86%	100%
Totals:	2.86%	12.24%	64.23%	18.28%	2.38%	100%

42

**Coded Chi-Square X<sub>15</sub>: MIL NEWS Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	3.743 p=.4419
G Statistic:	3.576
Contingency Coefficient:	.077
Cramer's V:	.077

43

**Observed Frequency Table**

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO LIT...	Totals:
A. TRANSIENT	8	21	110	52	7	198
B. PER/PARTY	8	57	246	104	18	433
Totals:	16	78	356	156	25	631

44

**Percents of Row Totals**

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO LIT...	Totals:
A. TRANSIENT	4.04%	10.61%	55.56%	26.26%	3.54%	100%
B. PER/PARTY	1.85%	13.16%	56.81%	24.02%	4.16%	100%
Totals:	2.54%	12.36%	56.42%	24.72%	3.96%	100%

45

**Coded Chi-Square X<sub>16</sub>: SPORTS Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4	
Total Chi-Square:	4.36	p=.3594
G Statistic:	4.333	
Contingency Coefficient:	.083	
Cramer's V:	.083	

46

**Observed Frequency Table**

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO LIT...	Totals:
A. TRANSIENT	9	26	112	38	12	197
B. PER/PARTY	25	74	250	63	19	431
Totals:	34	100	362	101	31	628

47

**Percents of Row Totals**

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO LIT...	Totals:
A. TRANSIENT	4.57%	13.2%	56.85%	19.29%	6.09%	100%
B. PER/PARTY	5.8%	17.17%	58%	14.62%	4.41%	100%
Totals:	5.41%	15.92%	57.64%	16.08%	4.94%	100%

48

**Coded Chi-Square X<sub>17</sub>: CONTROVERSIAL Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	.41 p=.9817
G Statistic:	.413
Contingency Coefficient:	.026
Cramer's V:	.026

49

**Observed Frequency Table**

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO LIT...	Totals:
A. TRANSIENT	3	18	100	66	11	198
B. PER/PARTY	6	42	220	136	28	432
Totals:	9	60	320	202	39	630

50

**Percents of Row Totals**

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO LIT...	Totals:
A. TRANSIENT	1.52%	9.09%	50.51%	33.33%	5.56%	100%
B. PER/PARTY	1.39%	9.72%	50.93%	31.48%	6.48%	100%
Totals:	1.43%	9.52%	50.79%	32.06%	6.19%	100%

51

**Coded Chi-Square  $X^2_{18}$ : TRAVEL  $Y_1$ : GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	12.471 $p=.0142$
G Statistic:	12.489
Contingency Coefficient:	.139
Cramer's V:	.141

52

**Observed Frequency Table**

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO LIT...	Totals:
A. TRANSIENT	4	24	73	86	11	198
B. PER/PARTY	12	37	207	139	38	433
Totals:	16	61	280	225	49	631

53

**Percents of Row Totals**

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO LIT...	Totals:
A. TRANSIENT	2.02%	12.12%	36.87%	43.43%	5.56%	100%
B. PER/PARTY	2.77%	8.55%	47.81%	32.1%	8.78%	100%
Totals:	2.54%	9.67%	44.37%	35.66%	7.77%	100%

54

**Coded Chi-Square X<sub>19</sub>: EASY/READ Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4	
Total Chi-Square:	3.486	p=.4801
G Statistic:	3.292	
Contingency Coefficient:	.074	
Cramer's V:	.074	

55

**Observed Frequency Table**

	A. STR/AG...	B. AGREE	C. NEITHER	D. DISAGREE	E. STR/DIS...	Totals:
A. TRANSIENT	48	126	19	4	1	198
B. PER/PARTY	123	267	39	3	1	433
Totals:	171	393	58	7	2	631

56

**Percents of Row Totals**

	A. STR/AG...	B. AGREE	C. NEITHER	D. DISAGREE	E. STR/DIS...	Totals:
A. TRANSIENT	24.24%	63.64%	9.6%	2.02%	.51%	100%
B. PER/PARTY	28.41%	61.66%	9.01%	.69%	.23%	100%
Totals:	27.1%	62.28%	9.19%	1.11%	.32%	100%

57

**Coded Chi-Square X<sub>20</sub>: UNDERST/EASY Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	6.563 p=.1608
G Statistic:	.
Contingency Coefficient:	.101
Cramer's V:	.102

58

**Observed Frequency Table**

	A. STR/AG...	B. AGREE	C. NEITHER	D. DISAGREE	E. STR/DIS...	Totals:
A. TRANSIENT	44	127	21	5	0	197
B. PER/PARTY	108	277	45	2	2	434
Totals:	152	404	66	7	2	631

59

**Percents of Row Totals**

	A. STR/AG...	B. AGREE	C. NEITHER	D. DISAGREE	E. STR/DIS...	Totals:
A. TRANSIENT	22.34%	64.47%	10.66%	2.54%	0%	100%
B. PER/PARTY	24.88%	63.82%	10.37%	.46%	.46%	100%
Totals:	24.09%	64.03%	10.46%	1.11%	.32%	100%

60

**Coded Chi-Square X<sub>21</sub>: FAIR/ACCUR Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	4.155 p=.3855
G Statistic:	4.762
Contingency Coefficient:	.081
Cramer's V:	.081

61

**Observed Frequency Table**

	A. STR/AG...	B. AGREE	C. NEITHER	D. DISAGREE	E. STR/DIS...	Totals:
A. TRANSIENT	22	113	60	3	1	199
B. PER/PARTY	49	235	123	17	7	431
Totals:	71	348	183	20	8	630

62

**Percents of Row Totals**

	A. STR/AG...	B. AGREE	C. NEITHER	D. DISAGREE	E. STR/DIS...	Totals:
A. TRANSIENT	11.06%	56.78%	30.15%	1.51%	.5%	100%
B. PER/PARTY	11.37%	54.52%	28.54%	3.94%	1.62%	100%
Totals:	11.27%	55.24%	29.05%	3.17%	1.27%	100%

63



**Coded Chi-Square X<sub>22</sub>: INTERESTING Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	2.432 p=.6568
G Statistic:	2.434
Contingency Coefficient:	.062
Cramer's V:	.062

64

**Observed Frequency Table**

	A. STR/AG...	B. AGREE	C. NEITHER	D. DISAGREE	E. STR/DIS...	Totals:
A. TRANSIENT	19	107	58	12	3	199
B. PER/PARTY	32	217	145	31	9	434
Totals:	51	324	203	43	12	633

65

**Percents of Row Totals**

	A. STR/AG...	B. AGREE	C. NEITHER	D. DISAGREE	E. STR/DIS...	Totals:
A. TRANSIENT	9.55%	53.77%	29.15%	6.03%	1.51%	100%
B. PER/PARTY	7.37%	50%	33.41%	7.14%	2.07%	100%
Totals:	8.06%	51.18%	32.07%	6.79%	1.9%	100%

66

**Coded Chi-Square X<sub>23</sub>: USE/INFO Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	.246 p=.993
G Statistic:	.243
Contingency Coefficient:	.02
Cramer's V:	.02

67

**Observed Frequency Table**

	A. STR/AG...	B. AGREE	C. NEITHER	D. DISAGREE	E. STR/DIS...	Totals:
A. TRANSIENT	23	112	52	9	3	199
B. PER/PARTY	45	247	117	19	6	434
Totals:	68	359	169	28	9	633

68

**Percents of Row Totals**

	A. STR/AG...	B. AGREE	C. NEITHER	D. DISAGREE	E. STR/DIS...	Totals:
A. TRANSIENT	11.56%	56.28%	26.13%	4.52%	1.51%	100%
B. PER/PARTY	10.37%	56.91%	26.96%	4.38%	1.38%	100%
Totals:	10.74%	56.71%	26.7%	4.42%	1.42%	100%

69

**Coded Chi-Square X<sub>24</sub>: NEW IDEAS Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4	
Total Chi-Square:	4.125	p=.3894
G Statistic:	4.649	
Contingency Coefficient:	.081	
Cramer's V:	.081	

70

**Observed Frequency Table**

	A. STR/AG...	B. AGREE	C. NEITHER	D. DISAGREE	E. STR/DIS...	Totals:
A. TRANSIENT	12	71	80	32	3	198
B. PER/PARTY	25	148	161	80	19	433
Totals:	37	219	241	112	22	631

71

**Percents of Row Totals**

	A. STR/AG...	B. AGREE	C. NEITHER	D. DISAGREE	E. STR/DIS...	Totals:
A. TRANSIENT	6.06%	35.86%	40.4%	16.16%	1.52%	100%
B. PER/PARTY	5.77%	34.18%	37.18%	18.48%	4.39%	100%
Totals:	5.86%	34.71%	38.19%	17.75%	3.49%	100%

72

**Coded Chi-Square X<sub>25</sub>: STIMUL Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4	
Total Chi-Square:	1.879	p=.758
G Statistic:	1.971	
Contingency Coefficient:	.054	
Cramer's V:	.054	

73

**Observed Frequency Table**

	A. STR/AG...	B. AGREE	C. NEITHER	D. DISAGREE	E. STR/DIS...	Totals:
A. TRANSIENT	11	67	79	34	8	199
B. PER/PARTY	23	141	162	81	28	435
Totals:	34	208	241	115	36	634

74

**Percents of Row Totals**

	A. STR/AG...	B. AGREE	C. NEITHER	D. DISAGREE	E. STR/DIS...	Totals:
A. TRANSIENT	5.53%	33.67%	39.7%	17.09%	4.02%	100%
B. PER/PARTY	5.29%	32.41%	37.24%	18.62%	6.44%	100%
Totals:	5.36%	32.81%	38.01%	18.14%	5.68%	100%

75

**Coded Chi-Square X<sub>26</sub>: TIMELY Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4	
Total Chi-Square:	12.425	p=.0145
G Statistic:	12.734	
Contingency Coefficient:	.139	
Cramer's V:	.14	

76

**Observed Frequency Table**

	A. STR/AG...	B. AGREE	C. NEITHER	D. DISAGREE	E. STR/DIS...	Totals:
A. TRANSIENT	22	112	51	10	3	198
B. PER/PARTY	39	202	146	45	2	434
Totals:	61	314	197	55	5	632

77

**Percents of Row Totals**

	A. STR/AG...	B. AGREE	C. NEITHER	D. DISAGREE	E. STR/DIS...	Totals:
A. TRANSIENT	11.11%	56.57%	25.76%	5.05%	1.52%	100%
B. PER/PARTY	8.99%	46.54%	33.64%	10.37%	.46%	100%
Totals:	9.65%	49.68%	31.17%	8.7%	.79%	100%

78

**Coded Chi-Square X<sub>27</sub>: WELL WRITTEN Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	11.499 p=.0215
G Statistic:	11.839
Contingency Coefficient:	.134
Cramer's V:	.135

79

**Observed Frequency Table**

	A. STR/AG...	B. AGREE	C. NEITHER	D. DISAGREE	E. STR/DIS...	Totals:
A. TRANSIENT	28	116	47	4	3	198
B. PER/PARTY	37	228	140	22	6	433
Totals:	65	344	187	26	9	631

80

**Percents of Row Totals**

	A. STR/AG...	B. AGREE	C. NEITHER	D. DISAGREE	E. STR/DIS...	Totals:
A. TRANSIENT	14.14%	58.59%	23.74%	2.02%	1.52%	100%
B. PER/PARTY	8.55%	52.66%	32.33%	5.08%	1.39%	100%
Totals:	10.3%	54.52%	29.64%	4.12%	1.43%	100%

81

**Coded Chi-Square X<sub>28</sub>: ART/ILLUST Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4	
Total Chi-Square:	6.028	p=.1971
G Statistic:	6.105	
Contingency Coefficient:	.097	
Cramer's V:	.098	

82

**Observed Frequency Table**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	16	98	72	10	2	198
B. PER/PARTY	56	219	138	12	7	432
Totals:	72	317	210	22	9	630

83

**Percents of Row Totals**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	8.08%	49.49%	36.36%	5.05%	1.01%	100%
B. PER/PARTY	12.96%	50.69%	31.94%	2.78%	1.62%	100%
Totals:	11.43%	50.32%	33.33%	3.49%	1.43%	100%

84

**Coded Chi-Square X29: CHART/GRAPH Y1: GROUP**

**Summary Statistics**

DF:	4	
Total Chi-Square:	16.871	p=.002
G Statistic:	15.742	
Contingency Coefficient:	.162	
Cramer's V:	.164	

85

**Observed Frequency Table**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	15	78	80	23	2	198
B. PER/PARTY	40	209	162	16	4	431
Totals:	55	287	242	39	6	629

86

**Percents of Row Totals**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	7.58%	39.39%	40.4%	11.62%	1.01%	100%
B. PER/PARTY	9.28%	48.49%	37.59%	3.71%	.93%	100%
Totals:	8.74%	45.63%	38.47%	6.2%	.95%	100%

87



**Coded Chi-Square X<sub>30</sub>: LAYOUT Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	6.318 p=.1766
G Statistic:	6.075
Contingency Coefficient:	.099
Cramer's V:	.1

88

**Observed Frequency Table**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	19	92	73	14	2	200
B. PER/PARTY	47	231	138	15	4	435
Totals:	66	323	211	29	6	635

89

**Percents of Row Totals**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	9.5%	46%	36.5%	7%	1%	100%
B. PER/PARTY	10.8%	53.1%	31.72%	3.45%	.92%	100%
Totals:	10.39%	50.87%	33.23%	4.57%	.94%	100%

90

**Coded Chi-Square X<sub>31</sub>: PHOTOS Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4	
Total Chi-Square:	14.46	p=.006
G Statistic:	.	
Contingency Coefficient:	.149	
Cramer's V:	.151	

91

**Observed Frequency Table**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	27	99	52	22	0	200
B. PER/PARTY	62	211	137	18	6	434
Totals:	89	310	189	40	6	634

92

**Percents of Row Totals**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	13.5%	49.5%	26%	11%	0%	100%
B. PER/PARTY	14.29%	48.62%	31.57%	4.15%	1.38%	100%
Totals:	14.04%	48.9%	29.81%	6.31%	.95%	100%

93

**Coded Chi-Square X32: PRINT/QUAL Y1: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	5.557 p=.2348
G Statistic:	*
Contingency Coefficient:	.093
Cramer's V:	.094

94

**Observed Frequency Table**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	28	114	49	9	0	200
B. PER/PARTY	65	235	121	9	4	434
Totals:	93	349	170	18	4	634

95

**Percent of Row Totals**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	14%	57%	24.5%	4.5%	0%	100%
B. PER/PARTY	14.98%	54.15%	27.88%	2.07%	.92%	100%
Totals:	14.67%	55.05%	26.81%	2.84%	.63%	100%

96

**Coded Chi-Square X<sub>33</sub>: READABILITY Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	1.514 p=.8242
G Statistic:	1.667
Contingency Coefficient:	.049
Cramer's V:	.049

97

**Observed Frequency Table**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	28	118	48	4	1	199
B. PER/PARTY	70	246	102	9	6	433
Totals:	98	364	150	13	7	632

98

**Percents of Row Totals**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	14.07%	59.3%	24.12%	2.01%	.5%	100%
B. PER/PARTY	16.17%	56.81%	23.56%	2.08%	1.39%	100%
Totals:	15.51%	57.59%	23.73%	2.06%	1.11%	100%

99

**Coded Chi-Square X<sub>34</sub>: COLOR/USE Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	3.941 p=.414
G Statistic:	3.986
Contingency Coefficient:	.079
Cramer's V:	.079

100

**Observed Frequency Table**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	22	55	68	42	13	200
B. PER/PARTY	38	143	131	83	39	434
Totals:	60	198	199	125	52	634

101

**Percents of Row Totals**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	11%	27.5%	34%	21%	6.5%	100%
B. PER/PARTY	8.76%	32.95%	30.18%	19.12%	8.99%	100%
Totals:	9.46%	31.23%	31.39%	19.72%	8.2%	100%

102

**Coded Chi-Square X<sub>35</sub>: OVERALL APPEAR Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	2.395 <span style="float: right;">p=.6635</span>
G Statistic:	2.343
Contingency Coefficient:	.061
Cramer's V:	.062

103

**Observed Frequency Table**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	25	100	63	8	2	198
B. PER/PARTY	64	223	130	10	7	434
Totals:	89	323	193	18	9	632

104

**Percents of Row Totals**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	12.63%	50.51%	31.82%	4.04%	1.01%	100%
B. PER/PARTY	14.75%	51.38%	29.95%	2.3%	1.61%	100%
Totals:	14.08%	51.11%	30.54%	2.85%	1.42%	100%

105

**Coded Chi-Square X<sub>36</sub>: WANT ADS Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	23.322 p=.0001
G Statistic:	23.049
Contingency Coefficient:	.189
Cramer's V:	.192

106

**Observed Frequency Table**

	A. V. USEFUL	B. USEFUL	C. NEUTRAL	D. USELESS	E. V. USELE...	Totals:
A. TRANSIENT	27	51	90	17	13	198
B. PER/PARTY	80	172	131	39	12	434
Totals:	107	223	221	56	25	632

107

**Percents of Row Totals**

	A. V. USEFUL	B. USEFUL	C. NEUTRAL	D. USELESS	E. V. USELE...	Totals:
A. TRANSIENT	13.64%	25.76%	45.45%	8.59%	6.57%	100%
B. PER/PARTY	18.43%	39.63%	30.18%	8.99%	2.76%	100%
Totals:	16.93%	35.28%	34.97%	8.86%	3.96%	100%

108

**Coded Chi-Square X<sub>37</sub>: SIGNAL RATING Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4	
Total Chi-Square:	5.187	p=.2686
G Statistic:	5.301	
Contingency Coefficient:	.09	
Cramer's V:	.091	

109

**Observed Frequency Table**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	23	109	57	9	3	201
B. PER/PARTY	75	230	103	13	5	432
Totals:	98	345	160	22	8	633

110

**Percents of Row Totals**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	11.44%	54.23%	28.36%	4.48%	1.49%	100%
B. PER/PARTY	17.36%	54.63%	23.84%	3.01%	1.16%	100%
Totals:	15.48%	54.5%	25.28%	3.48%	1.26%	100%

111



**Coded Chi-Square X<sub>38</sub>: LISTEN FM Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	1	
Total Chi-Square:	14.252	p=.0002
G Statistic:	14.987	
Contingency Coefficient:	.139	
Phi:	.141	
Chi-Square with continuity correction:	13.546	p=.0002

112

**Observed Frequency Table**

	A. YES	B. NO	Totals:
A. TRANSIENT	231	36	267
B. PER/PARTY	339	115	454
Totals:	570	151	721

113

**Percents of Row Totals**

	A. YES	B. NO	Totals:
A. TRANSIENT	86.52%	13.48%	100%
B. PER/PARTY	74.67%	25.33%	100%
Totals:	79.06%	20.94%	100%

114

Coded Chi-Square X<sub>39</sub>: LISTEN WFGG Y<sub>1</sub>: GROUP

Summary Statistics

DF:	4
Total Chi-Square:	23.849 p=.0001
G Statistic:	24.481
Contingency Coefficient:	.194
Cramer's V:	.197

115

Observed Frequency Table

	A. ALL/TIME	B. OFTEN	C. SOMETI...	D. SELDOM	E. NEVER	Totals:
A. TRANSIENT	6	26	50	47	119	248
B. PER/PARTY	8	19	68	131	139	365
Totals:	14	45	118	178	258	613

116

Percents of Row Totals

	A. ALL/TIME	B. OFTEN	C. SOMETI...	D. SELDOM	E. NEVER	Totals:
A. TRANSIENT	2.42%	10.48%	20.16%	18.95%	47.98%	100%
B. PER/PARTY	2.19%	5.21%	18.63%	35.89%	38.08%	100%
Totals:	2.28%	7.34%	19.25%	29.04%	42.09%	100%

117

**Coded Chi-Square X<sub>40</sub>: IF N/S WHY Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	47.878 p=.0001
G Statistic:	47.586
Contingency Coefficient:	.298
Cramer's V:	.312

118

**Observed Frequency Table**

	A. MUS/SE...	B. POOR RE...	C. PREF/L...	D. DIDN'T ...	E. OTHER	Totals:
A. TRANSIENT	16	20	70	74	16	196
B. PER/PARTY	26	25	171	37	38	297
Totals:	42	45	241	111	54	493

119

**Percents of Row Totals**

	A. MUS/SE...	B. POOR RE...	C. PREF/L...	D. DIDN'T ...	E. OTHER	Totals:
A. TRANSIENT	8.16%	10.2%	35.71%	37.76%	8.16%	100%
B. PER/PARTY	8.75%	8.42%	57.58%	12.46%	12.79%	100%
Totals:	8.52%	9.13%	48.88%	22.52%	10.95%	100%

120

**Coded Chi-Square  $X^2_1$ : WFGG OFTEN  $Y_1$ : GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	26.911 $p=.0001$
G Statistic:	26.688
Contingency Coefficient:	.268
Cramer's V:	.278

121

**Observed Frequency Table**

	A. 5 DAY/...	B. 4 DAY/...	C. 3 DAY/...	D. 2 DAY/...	E. 1 DAY/L...	Totals:
A. TRANSIENT	11	17	28	21	56	133
B. PER/PARTY	6	8	27	30	143	214
Totals:	17	25	55	51	199	347

122

**Percents of Row Totals**

	A. 5 DAY/...	B. 4 DAY/...	C. 3 DAY/...	D. 2 DAY/...	E. 1 DAY/L...	Totals:
A. TRANSIENT	8.27%	12.78%	21.05%	15.79%	42.11%	100%
B. PER/PARTY	2.8%	3.74%	12.62%	14.02%	66.82%	100%
Totals:	4.9%	7.2%	15.85%	14.7%	57.35%	100%

123

**Coded Chi-Square X<sub>42</sub>: HRS LISTEN WFGG Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4	
Total Chi-Square:	13.911	p=.0076
G Statistic:	13.633	
Contingency Coefficient:	.2	
Cramer's V:	.204	

124

**Observed Frequency Table**

	A. 5 HR/M...B. 4 HR/DAYC. 3 HR/DAYD. 2 HR/DAYE. 1 DAY/L...					Totals:
A. TRANSIENT	5	16	16	15	77	129
B. PER/PARTY	5	8	15	21	156	205
Totals:	10	24	31	36	233	334

125

**Percents of Row Totals**

	A. 5 HR/M...B. 4 HR/DAYC. 3 HR/DAYD. 2 HR/DAYE. 1 DAY/L...					Totals:
A. TRANSIENT	3.88%	12.4%	12.4%	11.63%	59.69%	100%
B. PER/PARTY	2.44%	3.9%	7.32%	10.24%	76.1%	100%
Totals:	2.99%	7.19%	9.28%	10.78%	69.76%	100%

126

**Coded Chi-Square X43: INFO/WFGG/ARMY Y1: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	7.92 p=.0945
G Statistic:	7.971
Contingency Coefficient:	.156
Cramer's V:	.158

127

**Observed Frequency Table**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	10	45	52	6	8	121
B. PER/PARTY	12	49	101	19	17	198
Totals:	22	94	153	25	25	319

128

**Percents of Row Totals**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	8.26%	37.19%	42.98%	4.96%	6.61%	100%
B. PER/PARTY	6.06%	24.75%	51.01%	9.6%	8.59%	100%
Totals:	6.9%	29.47%	47.96%	7.84%	7.84%	100%

129

**Coded Chi-Square X<sub>44</sub>: INFO/FT G/WFGG Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4	
Total Chi-Square:	4.209	p=.3785
G Statistic:	4.284	
Contingency Coefficient:	.114	
Cramer's V:	.115	

130

**Observed Frequency Table**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	12	49	48	6	7	122
B. PER/PARTY	15	63	87	12	20	197
Totals:	27	112	135	18	27	319

131

**Percents of Row Totals**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	9.84%	40.16%	39.34%	4.92%	5.74%	100%
B. PER/PARTY	7.61%	31.98%	44.16%	6.09%	10.15%	100%
Totals:	8.46%	35.11%	42.32%	5.64%	8.46%	100%

132

**Coded Chi-Square X45: WFGG RATING Y1: GROUP**

**Summary Statistics**

DF:	4	
Total Chi-Square:	10.867	p=.0281
G Statistic:	11.162	
Contingency Coefficient:	.182	
Cramer's V:	.185	

133

**Observed Frequency Table**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	9	53	50	6	4	122
B. PER/PARTY	11	56	93	21	14	195
Totals:	20	109	143	27	18	317

134

**Percents of Row Totals**

	A. V. GOOD	B. GOOD	C. FAIR	D. POOR	E. V. POOR	Totals:
A. TRANSIENT	7.38%	43.44%	40.98%	4.92%	3.28%	100%
B. PER/PARTY	5.64%	28.72%	47.69%	10.77%	7.18%	100%
Totals:	6.31%	34.38%	45.11%	8.52%	5.68%	100%

135



**Coded Chi-Square X46: WHERE LISTEN Y1: GROUP**

**Summary Statistics**

DF:	2
Total Chi-Square:	33.52 <span style="float: right;">p=.0001</span>
G Statistic:	32.91
Contingency Coefficient:	.314
Cramer's V:	.331

136

**Observed Frequency Table**

	A. HOME	B. CAR	C. WORK	Totals:
A. TRANSIENT	42	36	38	116
B. PER/PARTY	18	72	100	190
Totals:	60	108	138	306

137

**Percents of Row Totals**

	A. HOME	B. CAR	C. WORK	Totals:
A. TRANSIENT	36.21%	31.03%	32.76%	100%
B. PER/PARTY	9.47%	37.89%	52.63%	100%
Totals:	19.61%	35.29%	45.1%	100%

138

**Coded Chi-Square X<sub>47</sub>: LISTEN MOST Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	48.666 $p = .0001$
G Statistic:	49.131
Contingency Coefficient:	.373
Cramer's V:	.402

139

**Observed Frequency Table**

	A. MORNING	B. MIDDAY	C. OLDIES	D. EVENINGS	E. WEEKENDS	Totals:
A. TRANSIENT	20	27	14	43	12	116
B. PER/PARTY	76	48	36	15	10	185
Totals:	96	75	50	58	22	301

140

**Percents of Row Totals**

	A. MORNING	B. MIDDAY	C. OLDIES	D. EVENINGS	E. WEEKENDS	Totals:
A. TRANSIENT	17.24%	23.28%	12.07%	37.07%	10.34%	100%
B. PER/PARTY	41.08%	25.95%	19.46%	8.11%	5.41%	100%
Totals:	31.89%	24.92%	16.61%	19.27%	7.31%	100%

141

**Coded Chi-Square X<sub>48</sub>: MUSIC/PREF Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	9.893 p=.0423
G Statistic:	10.05
Contingency Coefficient:	.133
Cramer's V:	.134

142

**Observed Frequency Table**

	A. ADULT/...	B. TOP 40	C. EASY LI...	D. OLDIES	E. COUNTRY	Totals:
A. TRANSIENT	41	117	19	28	21	226
B. PER/PARTY	58	131	47	51	39	326
Totals:	99	248	66	79	60	552

143

**Percents of Row Totals**

	A. ADULT/...	B. TOP 40	C. EASY LI...	D. OLDIES	E. COUNTRY	Totals:
A. TRANSIENT	18.14%	51.77%	8.41%	12.39%	9.29%	100%
B. PER/PARTY	17.79%	40.18%	14.42%	15.64%	11.96%	100%
Totals:	17.93%	44.93%	11.96%	14.31%	10.87%	100%

144

**Coded Chi-Square X<sub>49</sub>: SEX Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	1	
Total Chi-Square:	4.217	p=.04
G Statistic:	4.312	
Contingency Coefficient:	.075	
Phi:	.075	
Chi-Square with continuity correction:	3.845	p=.0499

145

**Observed Frequency Table**

	A. FEMALE	B. MALE	Totals:
A. TRANSIENT	48	227	275
B. PER/PARTY	111	354	465
Totals:	159	581	740

146

**Percents of Row Totals**

	A. FEMALE	B. MALE	Totals:
A. TRANSIENT	17.45%	82.55%	100%
B. PER/PARTY	23.87%	76.13%	100%
Totals:	21.49%	78.51%	100%

147

Column X(50) contains more than 8 discrete groups. To analyze a contingency table of this size your dataset can contain only ONE X and ONE Y column.

148



**Coded Chi-Square X<sub>51</sub>: EDUCATION Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	61.817 p=.0001
G Statistic:	62.84
Contingency Coefficient:	.277
Cramer's V:	.288

151

**Observed Frequency Table**

	A. HS/GED	B. COL/N. ...	C. ASSOC/...	D. BA/BS	E. GRAD/P...	Totals:
A. TRANSIENT	127	92	22	31	5	277
B. PER/PARTY	98	203	93	49	25	468
Totals:	225	295	115	80	30	745

152

**Percents of Row Totals**

	A. HS/GED	B. COL/N. ...	C. ASSOC/...	D. BA/BS	E. GRAD/P...	Totals:
A. TRANSIENT	45.85%	33.21%	7.94%	11.19%	1.81%	100%
B. PER/PARTY	20.94%	43.38%	19.87%	10.47%	5.34%	100%
Totals:	30.2%	39.6%	15.44%	10.74%	4.03%	100%

153

**Coded Chi-Square X<sub>52</sub>: DUTY STATUS Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	726.077 p=.0001
G Statistic:	.
Contingency Coefficient:	.703
Cramer's V:	.989

154

**Observed Frequency Table**

	A. AIT	B. BNOC/A...	C. SOBC/S...	D. TDY/VI...	E. PERMP...	Totals:
A. TRANSIENT	195	20	37	23	1	276
B. PER/PARTY	2	0	1	0	464	467
Totals:	197	20	38	23	465	743

155

**Percents of Row Totals**

	A. AIT	B. BNOC/A...	C. SOBC/S...	D. TDY/VI...	E. PERMP...	Totals:
A. TRANSIENT	70.65%	7.25%	13.41%	8.33%	.36%	100%
B. PER/PARTY	.43%	0%	.21%	0%	99.36%	100%
Totals:	26.51%	2.69%	5.11%	3.1%	62.58%	100%

156

**Coded Chi-Square X53: PAY GRADE Y1: GROUP**

**Summary Statistics**

DF:	4	
Total Chi-Square:	274.722	p=.0001
G Statistic:	304.299	
Contingency Coefficient:	.521	
Cramer's V:	.611	

157

**Observed Frequency Table**

	A. E1-E4	B. E5-E6	C. E7-E9	D. WO-03/...	E. 04/ABO...	Totals:
A. TRANSIENT	213	15	11	34	2	275
B. PER/PARTY	97	184	135	29	17	462
Totals:	310	199	146	63	19	737

158

**Percents of Row Totals**

	A. E1-E4	B. E5-E6	C. E7-E9	D. WO-03/...	E. 04/ABO...	Totals:
A. TRANSIENT	77.45%	5.45%	4%	12.36%	.73%	100%
B. PER/PARTY	21%	39.83%	29.22%	6.28%	3.68%	100%
Totals:	42.06%	27%	19.81%	8.55%	2.58%	100%

159



**Coded Chi-Square X<sub>54</sub>: RESIDENCE Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	1	
Total Chi-Square:	171.894	p=.0001
G Statistic:	182.126	
Contingency Coefficient:	.435	
Phi:	.484	
Chi-Square with continuity correction:	169.902	p=.0001

160

**Observed Frequency Table**

	A. ON POST	B. OFF POST	Totals:
A. TRANSIENT	225	51	276
B. PER/PARTY	145	314	459
Totals:	370	365	735

161

**Percents of Row Totals**

	A. ON POST	B. OFF POST	Totals:
A. TRANSIENT	81.52%	18.48%	100%
B. PER/PARTY	31.59%	68.41%	100%
Totals:	50.34%	49.66%	100%

162

Coded Chi-Square X55: WHEN/WFG-TV Y1: GROUP

Summary Statistics

DF:	4	
Total Chi-Square:	46.893	p=.0001
G Statistic:	50.906	
Contingency Coefficient:	.246	
Cramer's V:	.254	

163

Observed Frequency Table

	A. MORNIN...	B. AFTERN...	C. EVENINGS	D. OFF POS...	E. NEVER	Totals:
A. TRANSIENT	20	23	36	14	176	269
B. PER/PARTY	56	58	35	90	217	456
Totals:	76	81	71	104	393	725

164

Percents of Row Totals

	A. MORNIN...	B. AFTERN...	C. EVENINGS	D. OFF POS...	E. NEVER	Totals:
A. TRANSIENT	7.43%	8.55%	13.38%	5.2%	65.43%	100%
B. PER/PARTY	12.28%	12.72%	7.68%	19.74%	47.59%	100%
Totals:	10.48%	11.17%	9.79%	14.34%	54.21%	100%

165

**Coded Chi-Square X56: WFG-TV COVERAGE Y1: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	11.565 p=.0209
G Statistic:	11.534
Contingency Coefficient:	.144
Cramer's V:	.146

166

**Observed Frequency Table**

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO LIT...	Totals:
A. TRANSIENT	11	26	109	16	21	183
B. PER/PARTY	9	35	228	57	34	363
Totals:	20	61	337	73	55	546

167

**Percents of Row Totals**

	A. TOO MU...	B. ENOUGH	C. ABOUT ...	D. NOT ENO...	E. TOO LIT...	Totals:
A. TRANSIENT	6.01%	14.21%	59.56%	8.74%	11.48%	100%
B. PER/PARTY	2.48%	9.64%	62.81%	15.7%	9.37%	100%
Totals:	3.66%	11.17%	61.72%	13.37%	10.07%	100%

168

Coded Chi-Square X<sub>57</sub>: ASSIGN/FT GORDON Y<sub>1</sub>: GROUP

Summary Statistics

DF:	4
Total Chi-Square:	317.005 p=.0001
G Statistic:	360.642
Contingency Coefficient:	.549
Cramer's V:	.657

169

Observed Frequency Table

	A. LESS/6...	B. 6-11MO	C. 12-23MO	D. 24-35MO	E. THREE Y...	Totals:
A. TRANSIENT	170	77	21	2	3	273
B. PER/PARTY	40	92	139	93	97	461
Totals:	210	169	160	95	100	734

170

Percents of Row Totals

	A. LESS/6...	B. 6-11MO	C. 12-23MO	D. 24-35MO	E. THREE Y...	Totals:
A. TRANSIENT	62.27%	28.21%	7.69%	.73%	1.1%	100%
B. PER/PARTY	8.68%	19.96%	30.15%	20.17%	21.04%	100%
Totals:	28.61%	23.02%	21.8%	12.94%	13.62%	100%

171

Coded Chi-Square X<sub>58</sub>: COMM MEMB ID Y<sub>1</sub>: GROUP

Summary Statistics

DF:	3
Total Chi-Square:	285.777 p=.0001
G Statistic:	312.958
Contingency Coefficient:	.532
Cramer's V:	.628

172

Observed Frequency Table

	A. <2YR/L...	B. <2YR/S...	C. 2YR</S...	D. 2YR</L...	Totals:
A. TRANSIENT	233	12	13	8	266
B. PER/PARTY	104	143	91	120	458
Totals:	337	155	104	128	724

173

Percents of Row Totals

	A. <2YR/L...	B. <2YR/S...	C. 2YR</S...	D. 2YR</L...	Totals:
A. TRANSIENT	87.59%	4.51%	4.89%	3.01%	100%
B. PER/PARTY	22.71%	31.22%	19.87%	26.2%	100%
Totals:	46.55%	21.41%	14.36%	17.68%	100%

174

**Coded Chi-Square X59: KEEPING UP Y1: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	19.317 p=.0007
G Statistic:	19.491
Contingency Coefficient:	.161
Cramer's V:	.163

175

**Observed Frequency Table**

	A. DAILY	B. WEEKLY	C. MONTHLY	D. ANNUAL...	E. NEVER	Totals:
A. TRANSIENT	35	99	51	19	66	270
B. PER/PARTY	104	179	81	15	76	455
Totals:	139	278	132	34	142	725

176

**Percents of Row Totals**

	A. DAILY	B. WEEKLY	C. MONTHLY	D. ANNUAL...	E. NEVER	Totals:
A. TRANSIENT	12.96%	36.67%	18.89%	7.04%	24.44%	100%
B. PER/PARTY	22.86%	39.34%	17.8%	3.3%	16.7%	100%
Totals:	19.17%	38.34%	18.21%	4.69%	19.59%	100%

177

**Coded Chi-Square X<sub>60</sub>: IDEAS/IMPROV Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	8.647 p=.0706
G Statistic:	8.777
Contingency Coefficient:	.109
Cramer's V:	.11

178

**Observed Frequency Table**

	A. DAILY	B. WEEKLY	C. MONTHLY	D. ANNUAL...	E. NEVER	Totals:
A. TRANSIENT	15	31	61	26	137	270
B. PER/PARTY	39	67	98	57	184	445
Totals:	54	98	159	83	321	715

179

**Percents of Row Totals**

	A. DAILY	B. WEEKLY	C. MONTHLY	D. ANNUAL...	E. NEVER	Totals:
A. TRANSIENT	5.56%	11.48%	22.59%	9.63%	50.74%	100%
B. PER/PARTY	8.76%	15.06%	22.02%	12.81%	41.35%	100%
Totals:	7.55%	13.71%	22.24%	11.61%	44.9%	100%

180

**Coded Chi-Square X<sub>61</sub>: SAME CONCERNS Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	11.094 p=.0255
G Statistic:	11.112
Contingency Coefficient:	.123
Cramer's V:	.124

181

**Observed Frequency Table**

	A. DAILY	B. WEEKLY	C. MONTHLY	D. ANNUAL...	E. NEVER	Totals:
A. TRANSIENT	41	61	52	31	84	269
B. PER/PARTY	95	80	112	33	129	449
Totals:	136	141	164	64	213	718

182

**Percents of Row Totals**

	A. DAILY	B. WEEKLY	C. MONTHLY	D. ANNUAL...	E. NEVER	Totals:
A. TRANSIENT	15.24%	22.68%	19.33%	11.52%	31.23%	100%
B. PER/PARTY	21.16%	17.82%	24.94%	7.35%	28.73%	100%
Totals:	18.94%	19.64%	22.84%	8.91%	29.67%	100%

183



**Coded Chi-Square X<sub>62</sub>: GETTING TOGETHER Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4
Total Chi-Square:	9.986 p=.0407
G Statistic:	10.216
Contingency Coefficient:	.117
Cramer's V:	.118

184

**Observed Frequency Table**

	A. DAILY	B. WEEKLY	C. MONTHLY	D. ANNUAL...	E. NEVER	Totals:
A. TRANSIENT	47	56	48	18	99	268
B. PER/PARTY	58	86	105	52	147	448
Totals:	105	142	153	70	246	716

185

**Percents of Row Totals**

	A. DAILY	B. WEEKLY	C. MONTHLY	D. ANNUAL...	E. NEVER	Totals:
A. TRANSIENT	17.54%	20.9%	17.91%	6.72%	36.94%	100%
B. PER/PARTY	12.95%	19.2%	23.44%	11.61%	32.81%	100%
Totals:	14.66%	19.83%	21.37%	9.78%	34.36%	100%

186

**Coded Chi-Square X<sub>63</sub>: WORK/CHANGES Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	4	
Total Chi-Square:	12.308	p=.0152
G Statistic:	12.735	
Contingency Coefficient:	.13	
Cramer's V:	.131	

187

**Observed Frequency Table**

	A. DAILY	B. WEEKLY	C. MONTHLY	D. ANNUAL...	E. NEVER	Totals:
A. TRANSIENT	14	36	46	28	143	267
B. PER/PARTY	33	53	82	84	196	448
Totals:	47	89	128	112	339	715

188

**Percents of Row Totals**

	A. DAILY	B. WEEKLY	C. MONTHLY	D. ANNUAL...	E. NEVER	Totals:
A. TRANSIENT	5.24%	13.48%	17.23%	10.49%	53.56%	100%
B. PER/PARTY	7.37%	11.83%	18.3%	18.75%	43.75%	100%
Totals:	6.57%	12.45%	17.9%	15.66%	47.41%	100%

189

Coded Chi-Square X<sub>64</sub>: VOL/ACTIV/ON POST Y<sub>1</sub>: GROUP

Summary Statistics

DF:	4
Total Chi-Square:	11.174 p=.0247
G Statistic:	11.494
Contingency Coefficient:	.123
Cramer's V:	.124

190

Observed Frequency Table

	A. 4/MORE	B. THREE	C. TWO	D. ONE	E. NONE	Totals:
A. TRANSIENT	9	28	47	67	117	268
B. PER/PARTY	31	59	106	97	161	454
Totals:	40	87	153	164	278	722

191

Percents of Row Totals

	A. 4/MORE	B. THREE	C. TWO	D. ONE	E. NONE	Totals:
A. TRANSIENT	3.36%	10.45%	17.54%	25%	43.66%	100%
B. PER/PARTY	6.83%	13%	23.35%	21.37%	35.46%	100%
Totals:	5.54%	12.05%	21.19%	22.71%	38.5%	100%

192

Coded Chi-Square X<sub>65</sub>: TYPE/PAPER/READ Y<sub>1</sub>: GROUP

Summary Statistics

DF:	4
Total Chi-Square:	85.272 p=.0001
G Statistic:	89.411
Contingency Coefficient:	.324
Cramer's V:	.343

193

Observed Frequency Table

	A. LOC/DA...	B. NATIONALC.	C. BOTH A/BD.	D. WEEKLY ...	E. NONE	Totals:
A. TRANSIENT	49	43	67	68	46	273
B. PER/PARTY	228	31	94	68	32	453
Totals:	277	74	161	136	78	726

194

Percents of Row Totals

	A. LOC/DA...	B. NATIONALC.	C. BOTH A/BD.	D. WEEKLY ...	E. NONE	Totals:
A. TRANSIENT	17.95%	15.75%	24.54%	24.91%	16.85%	100%
B. PER/PARTY	50.33%	6.84%	20.75%	15.01%	7.06%	100%
Totals:	38.15%	10.19%	22.18%	18.73%	10.74%	100%

195

Coded Chi-Square X<sub>66</sub>: SUBSCR/LOC/DAILY Y<sub>1</sub>: GROUP

Summary Statistics

DF:	4
Total Chi-Square:	96.279 p=.0001
G Statistic:	106.739
Contingency Coefficient:	.344
Cramer's V:	.366

196

Observed Frequency Table

	A. SUBSCR...	B. REG/BU...	C. OCCAS/...	D. OBT/WO...	E. NEVER B...	Totals:
A. TRANSIENT	19	58	98	29	64	268
B. PER/PARTY	165	89	108	52	37	451
Totals:	184	147	206	81	101	719

197

Percents of Row Totals

	A. SUBSCR...	B. REG/BU...	C. OCCAS/...	D. OBT/WO...	E. NEVER B...	Totals:
A. TRANSIENT	7.09%	21.64%	36.57%	10.82%	23.88%	100%
B. PER/PARTY	36.59%	19.73%	23.95%	11.53%	8.2%	100%
Totals:	25.59%	20.45%	28.65%	11.27%	14.05%	100%

198

**Coded Chi-Square X<sub>67</sub>: HOMETN/PAPER Y<sub>1</sub>: GROUP**

**Summary Statistics**

DF:	3
Total Chi-Square:	155.862 p=.0001
G Statistic:	157.524
Contingency Coefficient:	.416
Cramer's V:	.458

199

**Observed Frequency Table**

	A. AUG/CR...	B. OTH/LO...	C. OTH/DI...	D. NONE	Totals:
A. TRANSIENT	46	6	143	81	276
B. PER/PARTY	220	9	54	184	467
Totals:	266	15	197	265	743

200

**Percents of Row Totals**

	A. AUG/CR...	B. OTH/LO...	C. OTH/DI...	D. NONE	Totals:
A. TRANSIENT	16.67%	2.17%	51.81%	29.35%	100%
B. PER/PARTY	47.11%	1.93%	11.56%	39.4%	100%
Totals:	35.8%	2.02%	26.51%	35.67%	100%

201

Coded Chi-Square X68: ORG/INVOLV Y1: GROUP

Summary Statistics

DF:	4
Total Chi-Square:	3.338 p=.503
G Statistic:	3.446
Contingency Coefficient:	.067
Cramer's V:	.067

202

Observed Frequency Table

	A. FOUR	B. THREE	C. TWO	D. ONE	E. NONE	Totals:
A. TRANSIENT	4	7	12	40	212	275
B. PER/PARTY	4	21	27	70	342	464
Totals:	8	28	39	110	554	739

203

Percents of Row Totals

	A. FOUR	B. THREE	C. TWO	D. ONE	E. NONE	Totals:
A. TRANSIENT	1.45%	2.55%	4.36%	14.55%	77.09%	100%
B. PER/PARTY	.86%	4.53%	5.82%	15.09%	73.71%	100%
Totals:	1.08%	3.79%	5.28%	14.88%	74.97%	100%

204

Coded Chi-Square X69: IMP/EVENT/COMM Y1: GROUP

Summary Statistics

DF:	4	
Total Chi-Square:	26.403	p=.0001
G Statistic:	29.465	
Contingency Coefficient:	.185	
Cramer's V:	.189	

205

Observed Frequency Table

	A. DS/TRO...	B. VICT/CE...	C. UNIT EV...	D. OTHER E...	E. NONE	Totals:
A. TRANSIENT	35	3	9	41	187	275
B. PER/PARTY	98	32	6	50	280	466
Totals:	133	35	15	91	467	741

206

Percents of Row Totals

	A. DS/TRO...	B. VICT/CE...	C. UNIT EV...	D. OTHER E...	E. NONE	Totals:
A. TRANSIENT	12.73%	1.09%	3.27%	14.91%	68%	100%
B. PER/PARTY	21.03%	6.87%	1.29%	10.73%	60.09%	100%
Totals:	17.95%	4.72%	2.02%	12.28%	63.02%	100%

207



Coded Chi-Square X70: ADD/COMMENTS Y1: GROUP

Summary Statistics

DF:	4
Total Chi-Square:	3.951 p=.4126
G Statistic:	.
Contingency Coefficient:	.073
Cramer's V:	.073

208

Observed Frequency Table

	A. FOUR	B. THREE	C. TWO	D. ONE	E. NONE	Totals:
A. TRANSIENT	1	0	11	41	222	275
B. PER/PARTY	3	5	15	61	382	466
Totals:	4	5	26	102	604	741

209

Percents of Row Totals

	A. FOUR	B. THREE	C. TWO	D. ONE	E. NONE	Totals:
A. TRANSIENT	.36%	0%	4%	14.91%	80.73%	100%
B. PER/PARTY	.64%	1.07%	3.22%	13.09%	81.97%	100%
Totals:	.54%	.67%	3.51%	13.77%	81.51%	100%

210

## **APPENDIX C**

### **FORT GORDON 1991 READERSHIP/AUDIENCE SURVEY (Published in SIGNAL Newspaper May 31 1991)**

#### **Signal Newspaper Readership Survey**

The overwhelming majority of respondents, 85 percent, acknowledged they had read an issue of the Signal in the past year, 72 percent read the Signal most or all of the time and 80 percent read two or more issues per month.

Over 70 percent read the Signal within two days of publication and over 82 percent read half or more of the entire newspaper. Over 66 percent obtain their newspapers through unit distribution, delivery to the workplace or to post quarters.

About 72 percent rated the Signal as a reliable or very reliable source of Army information and as a Fort Gordon source of information, the Signal was rated reliable or very reliable by 83 percent of respondents.

The Signal's coverage of various topics was rated 'About Right' by the following portion of respondents: Awards, 68 percent, Current Affairs, 58 percent, Editorials, 62 percent, Family Programs, 61 percent, Features, 64 percent, Post Events, 64 percent, Military News, 56 percent, Sports, 58 percent, Controversial Issues, 51 percent, and Travel Information, 44 percent.

Coverage was considered 'Not Enough' for Current Affairs, 22 percent, Family Programs, 22 percent, Military News, 25 percent, Controversial Issues, 32 percent, and Travel Information, 35 percent.

About 89 percent 'Agree' or 'Strongly Agree' that the Signal is Easy to Read, 88 percent, Easy to Understand, 66 percent, Fair and Accurate, 59

percent, Interesting, 67 percent, Useful Information, 40 percent, Source for New Ideas, 59 percent, Timely Information, 65 percent, Well Written. All of these questions yielded between 20 and 30 percent of the respondents who were non committal choosing to neither agree nor disagree.

There were 21 percent who disagreed that the Signal was a good source for new ideas and 24 percent who disagreed that the Signal was stimulating.

Design topics were identified as 'Good' or 'Very Good' by the following proportion of respondents: Art and Illustration, 62 percent, Charts and Graphs, 55 percent, Layout, 61 percent, Photos Quality, 62 percent, Print Quality, 70 percent, Readability, 73 percent, Color Usage, 41 percent, and Overall Appearance, 65 percent. All of these questions yielded between 25 to 35 percent of the respondents who rated these design topics as 'Fair'.

Only Color Usage was rated significantly low with 28 percent indicating "Poor' or Very Poor' use of color. Want Add Usefulness was rated by 52 percent as 'Useful' or 'Very Useful', with 35 percent 'Neutral' and 13 percent who rated want ads as 'Useless' or 'Very Useless'.

#### OVERALL RATING FOR 'THE SIGNAL'. RATED VALUES

	VERY GOOD	GOOD	FAIR	POOR	VERY POOR
RESPONDENTS	16%	55%	25%	3%	1%

Overall, the Signal newspaper was rated by over 70 percent as 'Good' or 'Very Good', 25 percent rated it 'Fair', and less than 5 percent rated it 'Poor or 'Very Poor'.

FORT GORDON RADIO  
WFGG (FM 88.3)  
AUDIENCE SURVEY

The FM radio audience was determined to be 79 percent of the 758 total survey respondents. Of 623 responding to the question, "Do you listen to WFGG?", (the remaining 135 gave no answer), 29 percent listen to WFGG 'sometimes', 'often', or 'all the time', 29 percent listen 'seldom', while 42 percent 'never' listen to WFGG. Those who 'seldom' or 'never' listen to WFGG were asked to indicate why they did not listen. Of these respondents, 48 percent preferred other local stations, 22 percent didn't know about WFGG and the remainder were distributed equally between 'poor reception', 'musical limitations' and 'other category'.

Listening habits further analyzed revealed that 43 percent of the WFGG listeners tuned in for at least 2 or more days per week with 31 percent for at least two or more hours for each listening day. Of listeners, 57 percent listen 1 day or less and 70 percent for 1 hour or less for each listening day.

The most popular listening mode was 'at work' for 44 percent of the WFGG audience. The next most response is 'in the car' for 36 percent of the audience. The remainder listen from their homes.

Of the general categories of WFGG programming time frames, the 'morning' shows are listened to by about 32 percent of the audience, followed by the 'midday' shows for 25 percent, 'evenings' for 19 percent, 'oldies' afternoon show by 17 percent and the remaining 7 percent of the audience listen on the 'weekend'.

The most popular musical formats are 'top 40' for 45 percent, 'adult contemporary' for 18 percent, 'oldies' for 14 percent, 'easy listening', for 12 percent and 'country' for 11 percent among all respondents including both listeners and non-listeners of WFGG. There were no significant

differences in the musical preferences between the WFGG audience and non-listeners.

A profile of the WFGG listener is described below.

Over 51 percent of our listeners are under age 30, with 36 percent between 31 and 39 years old while the remaining 12 percent of WFGG listeners are over the age of 40. WFGG listeners include 40 percent enlisted, 48 percent all non commissioned officer ranks and 12 percent officers. Over 53 percent of the WFGG audience resides on-post while 47 percent reside off-post.

Permanent party make up 63 percent of the audience followed by AIT Students for 23 percent, SOBC/SOAC Students for 7 percent with the remaining 6 percent is equally split between BNOC and TDY personnel.

FORT GORDON REPORT  
WFG-TV (TELEVISION)  
AUDIENCE SURVEY

The WFG-TV audience was found to view the Fort Gordon Report programming at the following time frames and locations: 11 percent, 'mornings', 11 percent, 'afternoons', 10 percent, 'evenings' with the remainder of respondents viewing the report on the off-post cable channel in the local areas.

The WFG-TV local coverage of Fort Gordon events was rated 'about right' by 62 percent, 'not enough' by 13 percent, 'enough' by 11 percent, 'too little' by 10 percent and 'too much' by 4 percent.

The largest viewing audience is under 30 years old making up 46 percent followed by the group between 30 and 39 years for 38 percent and 16 percent of all viewers are over the age of 40. Sergeants and Staff Sergeants make up 34 percent, 32 percent are Specialist and below, 23 percent are Sergeant First Class to Sergeant Major, and 11 percent are

Commissioned Officers. Permanent party personnel comprise 72 percent of the viewing audience with A.I.T. students at 15 percent, and the remaining 13 percent split up among SOBC/SOAC, BNOC and TDY personnel. The on-post and off-post residents shared almost identical halves of the viewing audience.

There were 54 percent of all respondents who indicated that they never watch the Fort Gordon Report .

### PERMANENT PARTY AND STUDENT/TRANSIENT POPULATION COMPARISON

While 'The SIGNAL' newspaper enjoys a widespread readership throughout the community, the data indicate that our Transient population reads The Signal 23 percent less than Permanent Party. Also, 62 percent, the majority of Permanent Party readers, read three or more issues per month while only 36 percent of the Transients read three or more issues per month.

The number of pages read per issue read and the overall rating of The Signal were almost identical between the two groups. This can be interpreted as an indication that The Signal is rated equally by the two groups. But, The Signal is read less frequently by the Transient soldier population than it is read among the Permanent Party soldier population.

The Transient soldier population may be less partial to the print media and more inclined toward other media and information sources. In fact, within the Transient soldier population, 34 percent of them listen to WFEG 'sometimes', 'often' or 'all the time', while only 26 percent within the Permanent party population listen similarly.

Although 48 percent of Transient soldiers and 38 percent Permanent Party 'never' listen to WFEG, 38 percent of Transient soldiers don't listen because they didn't know that there was a Fort Gordon radio station

whereas only about 13 percent of Permanent party were unaware of WFGG.

Looking at listening habits between these two groups reveals the greatest distinction in radio listening preferences. Of those Transient soldiers who listen to WFGG, 41 percent of them listen for 3 days or more per week and over 40 percent listen for 2 hours or more per listening day, whereas only 20 percent Permanent Party listen for 3 days or more per week and less than 25 percent listen for 2 hours or more per listening day. These figures show that in this category, Transient soldiers listen to WFGG radio twice as much as Permanent Party soldiers. It should be noted that over 90 percent of Transients have been assigned to Fort Gordon for less than one year while over 71 percent of Permanent Party have been assigned between one and three years or more.

Among Transients, 47 percent rate WFGG 'good' or 'very good' as a source of keeping well informed about the Army and 50 percent rate WFGG 'good' or 'very good' as a source of keeping well informed about Fort Gordon. Ratings from Permanent Party are 31 percent and 40 percent respectively.

In terms of WFGG audience listening habits, 37 percent of Transient soldiers listen during evening hours, 23 percent listen during midday hours and 17 percent listen during the morning hours. For Permanent Party, the figures are different with only 8 percent for evening hours, 26 percent for midday hours and a solid 41 percent for the morning hours.

who are unaware of the post radio station yet the Transient soldiers still comprise over one third of the WFGG frequently listening audience. The data yield some support to the idea that Transient soldiers are much more likely to listen to radio to be informed about their community than Permanent Party soldiers. Such facts call for a concerted effort to expand awareness of WFGG especially among Transients and newly arrived Permanent Party soldiers.

The viewers of WFG-TV's Fort Gordon Report are a diverse audience which include less than half of the population. Higher off post viewers among Permanent Party is attributed to the small percentage, 18 percent, of Transient soldiers who reside off post. The relatively low viewers among Transient soldiers may also be attributed to conflicts in student training classes and the Monday through Friday daytime broadcast schedule of WFG-TV's Fort Gordon Report.

From these trends, the Public Affairs Office will review its policies, programs and products in order to integrate the desired changes to satisfy our readers, listeners and viewers as well as expand the population served.

Members of the Public Affairs Office want to thank all participants of the Signal Readership/WFGG and WFG-TV Audience Survey. We appreciate your input and sincerely want to better serve our community. A special thanks goes to the 15th Signal Brigade members who participated in this years study and the Unit Public Affairs Representatives who actually provided direct input into the design of the survey questionnaire.



POPULATION BREAKDOWN  
(DEMOGRAPHIC COMPARISON)

	ACTUAL		SAMPLE	
	STUDENT	PERM P	STUDENT	PERM P
GENDER	M 84%	M 84%	M 83%	M 76%
	F 16%	F 16%	F 17%	F 24%
AVERAGE AGE			23yrs	33yrs
RANK	OFF 11%	9%	13%	10%
	E5-E9 16%	65%	10%	69%
	E4 & BELOW 73%	26%	77%	21%

The sample population is almost identical to the actual population for the Gender category among the Student population. Male and Female breakdown varies by eight percentage points between the actual and sample population for Permanent Party.

The other comparisons are almost identical between the sample and actual populations. No categories vary by any more than eight percent. [3]

RESEARCHERS' NOTES

[1] In all of these findings it should be noted that civilian employees, reservists, retirees and military family members have been excluded intentionally from the sample. Previous studies indicated similarly strong readership and parallel listener and viewer patterns as previously sampled soldiers. Although the previous study did not meet the requirements for minimizing random error and representativeness in the sample, other segments of the total military community do read, listen

**FORT GORDON READERSHIP AND AUDIENCE SURVEY QUESTIONNAIRE-- 1991**

**1. Have you read an issue of the SIGNAL in the past year?**

- A. Yes [ IF Yes, continue with Question 2]    B. No [ IF No, go to Question 38]**

**2. How often do you usually read the SIGNAL?**

- A. All the time (every week).  
B. Most of the time (two or three issues a month).  
C. Some of the time (once a month).  
D. Once in a while (a few times a year).  
E. Never.**

**3. How many issues of the SIGNAL have you read in the last month?**

- A. Four    B. Three    C. Two    D. One    E. None**

**4. How soon after the SIGNAL is distributed do you usually read it?**

- A. Same day it is distributed.  
B. A day or two after it is distributed.  
C. Three or more days after it is distributed.  
D. Varies greatly from issue to issue.**

**5. How much of each issue of the SIGNAL do you usually read?**

- A. All pages    B. Three quarters    C. About half    D. Quarter    E. Almost none of it**

**6. How do you usually obtain an issue of the SIGNAL?**

- A. Nearby distribution stand.  
B. PX/Commissary/Snack bar area.  
C. Unit distribution.  
D. Dropped near my workplace/home.  
E. Other source.**

**7. Do you find the SIGNAL to be a reliable source of information about the Army?**

- A. Very reliable    B. Somewhat reliable    C. Undecided    D. Somewhat unreliable  
E. Very unreliable.**

**8. Do you find the SIGNAL to be a reliable source of information about Fort Gordon?**

- A. Very reliable    B. Somewhat reliable    C. Undecided    D. Somewhat unreliable  
E. Very unreliable.**

[Questions 9 through 18]

How do you feel about the amount of coverage now given in the SIGNAL to the following topics? (Too much means, too many articles and too much emphasis.)

[Use the scale: A. Too much B. More than enough C. About right D. Not enough  
E. Too little].

9. Awards and ceremonies (such as retirements, promotions and awards)
10. Current affairs in the civilian community
11. Editorials/Commentaries/Dial-a-Boss
12. Family programs and services
13. General features about people, their work and hobbies
14. Installation events
15. Military news
16. Sports
17. Topical/Controversial issues (such as child abuse/fraternization)
18. Travel information

[Questions 19 Through 27]

To what extent do you agree with the following about the SIGNAL's content?

[Use the scale: A. Strongly agree B. Agree  
C. Neither agree nor disagree D. Disagree E. Strongly disagree]

19. Easy to read
20. Easy to understand
21. Fair and accurate
22. Interesting
23. Provides useful information
24. Source of new ideas
25. Stimulating, makes you think
26. Timely, up to date
27. Well written

[Questions 28 Through 35]

How do you rate the following aspects of the appearance of the SIGNAL?

[Use the scale: A. Very good B. Good C. Fair D. Poor E. Very poor].

28. Art and illustrations
29. Charts and Graphs
30. Layout and design

31. Photography

32. Quality of printing

33. Readability of the print/type used

34. Use of color

35. Overall appearance

36. The SIGNAL contains want ads. How useful are they to you?

A. Very useful B. Useful C. Neutral D. Useless E. Very useless

37. Overall, how would you rate the content and appearance of the SIGNAL.

A. Very good B. Good C. Fair D. Poor E. Very poor.

38. Do you listen to FM radio?

A. Yes [ If Yes, Continue with question 39] B. No [If No, Go to question 49] C. Unknown

39. Have you ever listened to WFGG-FM 88.3, 'the post radio station'?

A. All the time B. Often C. Sometimes D. Seldom E. Never

40. If you 'Never' or 'Seldom' listen to WFGG, what is the most important reason why?

[Skip this question if you listen to WFGG at least 'Sometimes' or more.]

A. Not enough of a musical selection

B. Poor reception or quality of broadcast

C. Prefer local radio station(s)

D. Did not know about this radio station

E. Other

41. How often do you listen to WFGG? [If you never listen to WFGG, go to question 48.]

A. 5 days/wk or more B. 4 days/wk C. 3 days/wk D. 2 days/wk E. 1 day/wk or less

42. How many hours per day do you listen to WFGG?

A. 5 hrs/day or more B. 4 hrs/day C. 3 hrs/day D. 2 hrs/day E. 1 hr/day or less

43. How well informed does WFGG keep you about the Army?

A. Very good B. Good C. Fair D. Poor E. Very poor

44. How well informed does WFGG keep you about Fort Gordon?

(with local news, weather and sports coverage)?

A. Very good B. Good C. Fair D. Poor E. Very poor

45. How would you rate WFGG in performance and service?  
A. Very good B. Good C. Fair D. Poor E. Very poor
46. Which one place do you most often listen to WFGC-FM?  
A. At my home B. In my car while driving C. At my work
47. Which one of the programs do you listen to the most on WFGG-FM?  
A. Morning show ( 5 to 9 a.m., Monday- Friday)  
B. Midday show ( Monday - Friday)  
C. 'Oldies show ( 3 to 5 p.m., Monday- Friday)  
D. Evenings  
E. Weekends
48. Which one of the types of music below do you prefer to listen to most often?  
A. Adult Contemporary (Mix of former and current popular hits- light rock)  
B. Top 40 (1990-1991 hits including rock, pop, rap and other sounds )  
C. Easy listening (mellow sounds of all music groups)  
D. Oldies (60's 70's and 80's)  
E. Country
49. What is your sex?  
A. Female B. Male
50. How old are you? (As of your last birthday).
51. What is the highest level of education you have completed?  
A. High school or GED  
B. Some college, no degree  
C. Associate degree or vocational license  
D. Bachelor's degree  
E. Graduate and/or professional degree
52. What is your current duty status?  
A. AIT Student  
B. BNOC/ANOC Student  
C. SOBC/SOAC Student  
D. TDY Visitor/Other Student  
E. Permanent party

**53. What is your pay grade?**

- A. E1-E4 (Enlisted )**
- B. E5-E6 (Sergeants and Staff Sergeants)**
- C. E7-E9 (Senior NCO's)**
- D. WO1-03 (Company Grade Officers)**
- E. 04- and above (Field Grade and Senior Officers)**

**54. Do you live on or off post?**

- A. On Fort Gordon**
- B. Off Fort Gordon**

**55. When do you watch the Fort Gordon Report on WFG-TV?**

- A. Mornings, on-post cable TV**
- B. Afternoons, on-post cable TV**
- C. Evenings, on-post cable TV**
- D. Seen on the off-post cable TV**
- E. Never**

**56. Do you feel coverage of local Fort Gordon events on the Fort Gordon TV Report is:**

- A. Too much**
- B. More than enough**
- C. About right**
- D. Not enough**
- E. Too little.**

**57. How long have you been assigned to Fort Gordon?**

- A. Less than six months**
- B. Six months to eleven months**
- C. Twelve to twenty three months**
- D. Twenty four to thirty five months**
- E. Three years or more**

**58. Identify one of the following which best describes you as a Fort Gordon community member.**

- A. Resident less than two years and likely to leave within one year**
- B. Resident less than two years and not likely to leave within one year**
- C. Resident two years or more and not likely to leave within one year**
- D. Resident two years or more and likely to leave within one year**

**[Questions 59 Through 63]**

**In terms of your Fort Gordon community involvement, how often do you do the following:**

**[Use the scale: A.Daily B Weekly C. Monthly D. Annually E. Never]**

**59. Keeping up with what is happening in the community**

**60. Having ideas for improving the community**

**61. Having the same concerns as others in the community**

**62. Getting together with other people in the community**

63. Working to bring about changes in the community
64. State the number of on-post community activities in which you are involved.  
(such as, sports teams, college courses, religious service attendance and volunteer)  
A. Four or more B. Three C. Two D. One E. None
65. Indicate the type of newspapers you usually read each day.  
A. The Local Area newspaper (daily).  
B. A National Newspaper (NY Times, USA Today etc.)  
C. Both A and B  
D. I read only a weekly newspaper  
E. I don't read any newspaper
66. Please indicate if you subscribe or routinely obtain any local daily newspaper.  
A. Subscribe B. Regularly buy at newsstand C. Occasionally buy  
D. Obtain at worksite E. Never buy
67. Please provide the name of the hometown newspaper that you read regularly.
68. Please list the community organizations in which you've been involved and positions or titles you hold or have held?
69. What do you think is the most important local community event that has occurred within the past week?
70. Please provide any other comments you have about the services provided by the Public Affairs Office or any general comments you wish to include in the survey.
- .....

**FOLD AND STAPLE ANSWER SHEET AND QUESTIONNAIRE  
PACKET WITH THE FOLLOWING ADDRESS SHOWN.  
DROP IN POST DISTRIBUTION TO:**

**PUBLIC AFFAIRS OFFICE [ BLDG. 35504]  
BRAINARD AVE., FORT GORDON, GA. 30905**